

modern PHOTOGRAPHY

NOVEMBER 1952 PRICE 35 CENTS



USE BOUNCE FLASH • REPORT ON THE CANON CAMERA

For *subtle textures* and *fine detail*
choose Ansco Supreme Film



NO MATTER how delicate the varying textures of the subject you photograph, or how fine the recorded detail, you can be sure of big enlargements without distracting grain from negatives made on Ansco Supreme Film.

This modern-type panchromatic emulsion combines extremely fine grain with high speed (exposure indices of 50 daylight, 32 tungsten) and excellent resolving power.

These qualities make Ansco Supreme the logical "all-purpose" choice for hand cameras. No matter what type of subject comes along, 99 times out of a 100 it's a "natural" for this fine film. Ansco Supreme is available in popular roll film and film pack sizes, and in 35mm magazines. For best results develop Supreme in new Finex-L Developer now on sale at all dealers.

ANSCO, Binghamton, N. Y.
A Division of General Aniline & Film Corporation. "*From Research to Reality.*"

Ask for
ANSCO
SUPREME
FILM

Picture yourself on Christmas with a POLAROID LAND CAMERA



... It's time to start hinting now for the "60-second miracle"—a Polaroid® Land Camera for Christmas. Your family will be as excited as you when you take your first picture — and show the finished print on the spot. And what a picture it will be! — sharp and crisp in sparkling black and white — as good as the *best* you've ever taken!

Choose from these two great cameras:

The new all-star

POLAROID PATHFINDER Model 110

A fine professional-type camera for fast action shots, brilliant pictures from dim light, superb portraits, flash pictures. Uses regular $3\frac{1}{4} \times 4\frac{1}{4}$ " Polaroid Film.

LENS: f/4.5 Raptar, 4-element, coated, 127 mm focal length

SHUTTER: Nine speed Rapax — 1 to 1/400 second — synchronized for flash and strobe

OTHER FEATURES: Coupled Rangefinder; Easy-Sight Viewfinder, with full parallax adjustment down to 10 inches; built-in depth-of-field scale, exposure computer.

The low-priced snapshot favorite

POLAROID Land CAMERA Model 95

The camera that made 60-second photography famous. Has taken more than 50 million pictures! Easy "drop in" loading, easy to focus, easy to set the single dial controlling lens opening and shutter speed, easy to remove the $3\frac{1}{4} \times 4\frac{1}{4}$ " black-and-white print. Easy to use with flash attachment, too.

ASK FOR A DEMONSTRATION of "the world's most exciting camera." More than 5000 camera stores carry it — and Polaroid Film. (For the man who already has a Polaroid Camera, you'll find gift suggestions in useful Polaroid accessories.)

FOR FREE BOOKLET about the miracle of 60-second photography, write to Polaroid Corp., Dept. MP-30, Cambridge 39, Mass.





here's a real
HOT offer!

Send us your transparencies...
we will make them into the most
brilliant, lifelike

COLOR PRINTS..

for as little as 20¢ each!

Bring back your fondest memories in vividly life-like, full COLOR PRINTS... made from your favorite transparencies.

Rush any size transparency to us... our highly skilled craftsmen insure you the best possible reproduction; the latest electronic equipment even compensates for over and under exposures.

WALLET SIZE

20¢ each

2½ x 3½ each.....	.30
3½ x 3½ each.....	.40
3½ x 4 each.....	.50
4 x 5 each.....	.65
5 x 7 each.....	1.25
8 x 10 each.....	2.50
11 x 14 each.....	4.95
16 x 20 each.....	10.00

35 MM COLOR DUPLICATES..... .25

ANSCO and EKTACHROME
color rolls developed

\$1
each

WRITE

LIFE
Color
LABS

All orders are returned
by first class mail insured

No C.O.D. orders, please
Minimum order \$1.00

Dept. M-11, 204 Washington Avenue • Albany, New York

NO

GREATER VALUES

has any man, than he who can
"BUY WITH CONFIDENCE!"

STYLIZE AND PERSONALIZE YOUR CHRISTMAS CARDS

This Year give your Christmas message photographically—Your favorite negatives made into a cherished greeting.

KODAK AZO	KODABROMIDE
4 1/4 x 5 1/4	DOUBLEWEIGHT
Xmas Card Paper	Deckle or Straight
25 sheets94	25 sheets76
100 sheets 1.84	100 sheets 2.25
500 sheets 7.80	500 sheets 9.30
CHRISTMAS CARD ENVELOPES, Unlined	
Per 10099	
Per 500 3.45	
Per 1000 5.50	
KODAK PRINT EMBOSSER 1.25	
KODAK EMBOSSEING GUIDE75	
KODAK EDGE TINTING OUTFIT 1.57	
Replacement Red Ink78	
Replacement Green Ink78	
UNIVERSAL CHRISTMAS FOLDERS	
With envelopes—prints easily affixed by pressure sensitive adhesive.	
146 V—Poinsetta design, red & green	
146 H—Merry Christmas, red	
147 V—Embossed panel	
147 H—Season's Greetings, green...EA. 10	
KODAK KODACRAFT PRINTING KIT SPECIAL 3.99	
KODAK PHOTO-LAB OUTFITSPECIAL 6.99	
KODAK CHRISTMAS CARD MASKS	
No. 44 Two Snow Men	
Merry Christmas—Happy New Year	
No. 45 Couple Carrying Gifts	
From Our House To Your House	
Season's Greetings	
No. 39 Eagle (Military), Merry Christmas	
Set of 10 negatives	
1 horizontal & 1 vertical	
of 5 openings 0.95	
any of above (choice of openings)	
1 each vertical & horizontal 1.99	
REELRITE DEVELOPING TANK	
Adjustable 35mm to 116. Uses minimum of solution.	
Unbreakable plastic reel	
List 3.50 SPECIAL 1.79	
STAINLESS STEEL DEVELOPING TRAYS	
For prints up to 8 x 10 1.79 ea. 3 for 4.95	
HARD RUBBER 3 SECTION TANK	
Takes 4 x 5 Hangers 1.95	

H & F STEREO VIEWER TRANSFORMER

\$895

CORRECT FOR THE AMOUNT OF
LIGHT NECESSARY TO PROPERLY
VIEW YOUR SLIDES ACCORDING TO
EACH OF THEIR DENSITIES.

Variable current control.
Simply Plug in to present
viewer and house current.



SAVE \$100.00 ORIGINAL CARL ZEISS SUPER IKONTA B



Famous Zeiss Tessar f2.8
Compur Rapid Shutter
Built-in Flash Synchro
Auto. Exposure Counter
Double Exposure Guard

COMPLETE

WITH EVEREADY CASE
AND SYNC. FLASH GUN

VALUE

SALE PRICE \$159.50

35mm CAMERAS

	NEW	DEM.*	USED
ARGUS A, c2.5			8.50
ARGUS 21, MARKFINDER c2.5	62.10		34.50
ARGUS C3, c2.5, case,			
rf, bfl, w/flash	89.95	54.50	47.50
BOLSEY K2, c2.2, rf, bfl, mx.	73.50	57.50	48.50
KODAK 35, f4.5			19.50
KODAK 38, c2.5, rf, bfl			48.50
RETINA Ila, XENON f2,			
rf, bfl, mx	164.10	134.50	119.50
RETINA Ia, c2.5, bfl, mx	87.50		
RETINA Ia, c2.5, bfl, mx	84.50		
Zeiss CONTESSA, TESSAR c2.8,			
rf, bfl, mx	214.00	128.75	

REFLEX CAMERAS

	NEW	DEM.*	USED
ARGOFLEX E, ANAST, c4.5			29.50
ARGOFLEX EF, c4.5, bfl			48.50
CINOFLEX C, c2.5, rapax	97.85	77.50	59.50
CINOFLEX D, c2.5, alphas, bfl			59.50
Kodak REFLEX I, KA, c2.5,			
flash, bfl			59.50
Kodak REFLEX II, KA, c2.5,			
flash, bfl	161.00	119.50	99.50
ROLIFLEX VI, c2.5, bfl, case	42.50		
Tessar, compur			134.50
Zeiss IKOFLEX I, c2.5, com, bfl			99.50

SLIDE PROJECTORS

	NEW	DEM.*	USED
GOLBE Hi-Magnomatic, 300 W,			
blower, 2 x 2	59.50	44.50	
KODASLIDE, 4X, Table Viewer,			
2 x 2	49.50	39.50	34.75
KODASLIDE, Mart, 100 W, 2 x 2	26.10	19.90	
KODASLIDE, 2A, 200 W, 2 x 2	52.80	39.95	22.50
KODASLIDE, Master Table			
Viewer	97.50	74.90	
SVE, Model A, 200 W	34.75	25.95	
TDC, Model A1, 150 W, 2 x 2	34.75	26.50	
TDC, Model B, 300 W, blower	66.50	50.95	
TDC, Mainliner, 300 W, blower	62.50	47.25	

ENLARGERS

	NEW	DEM.*	USED
DeJNR, Verastile II, 3 1/2" lens,			
2 1/4" x 3 1/4"	99.50	74.50	59.50
DeJNR, Professional, Kewlito			
5 1/4" lens, 4 x 5	172.50	129.75	117.00
FEDERAL, Model 200, 3 1/2" f8.3			
35mm to 2 1/4" x 3 1/4"	39.75	29.50	
FEDERAL, Model 210, 3 1/2" f8.3			
35mm to 2 1/4" x 3 1/4"			22.50
FEDERAL, Model 315, Coldlito			
2 1/4 x 3 1/4", f4.5	88.00	60.00	49.50
LEITZ, Vocomat, 50mm f2.5,			
Vorarl	109.00		119.50
QUICK BVL with color head,			
4 x 5, less lens	143.50	177.00	119.00
without color head,	104.50	129.50	109.00

*cf Lens Coated • bfl Built-in Flash • rf Range Finder
*Demonstrators Guaranteed Brand New When Available

RUSH RUSH RUSH

HABER & FINK, INC.
12 Warren St., New York 7

Please send me.....
Enclosed... Cash ☐ Check ☐ Money Order ☐
☐ Rush your best offer! I want to trade my.....
for a.....
☐ Please place my name on your mailing list for FREE
literature.
(Please Print)

NAME.....
ADDRESS.....
CITY.....STATE.....

15 DAY TRIAL WITH FULL MONEY BACK GUARANTEE

All merchandise is sold F.O.B.

Buy with Confidence!



HABER & FINK INC.

12 WARREN ST. • NEW YORK 7, N. Y.

One of America's Great Camera Stores BARclay 7-5800

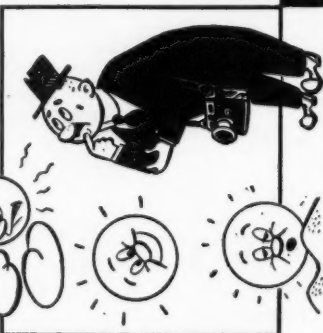
NEW YORK

WHY GUESS WHICH FILTER CORRECTS WHAT LIGHT?

**WHEN A HARRISON COLOR ATTACHMENT
READS DIRECTLY IN CORRECTION FILTERS!**

...and shows you exactly
which one to use for every
picture.....

Nothing complicated. No calculations to make.
You simply cannot go wrong!



There is a Harrison Color Attachment for your Weston Master Exposure Meter (Universal Type, Model 735)



There is a Harrison Color Attachment for your G.E. DW Exposure Meter... DW-46, DW-58 or DW-66

The only requirement is a HARRISON COLOR ATTACHMENT for either WESTON MASTER or your G.E.-DW exposure meter — whichever you happen to own.

Write for your Free Booklet on the simple story of COLOR CONTROL... Please specify which exposure meter you have.

HARRISON & HARRISON Optical Engineers
6363 Santa Monica Blvd. Hollywood 38, California

modern PHOTOGRAPHY

Combined with Minicam Photography

NOVEMBER 1952

VOL. 16, NO. 11

articles

- 46 HOW LARGE SHOULD A PRINT BE?
SIX PHOTOGRAPHERS GIVE THEIR VIEWS
- 50 THE NEW TREND IN COLOR
- 56 REPORT ON THE CANON: NEW 35MM CAMERA.....by John Wolbarst
- 62 HEARST PICKS ITS BEST: PRIZE-WINNING
NEWSPAPER PICTURES.....by Seymour Spector
- 70 TIPS ON TANKS: EASY WAYS TO
AVOID TROUBLE.....by Charles I. Hellman
- 74 "I TRIED IT MYSELF": PRIZE PICTURES
FROM OUR READERS
- 76 BOUNCE FLASH AT HOME: FOR REAL
CANDIDS THERE'S NOTHING LIKE IT.....by Ralph Hattersley
- 84 SUBJEKTIVE FOTOGRAFIE: BOOK REVIEW.....By Herbert Keppler
- 112 TAKE STEREO CLOSE-UPS.....by Bart Brooks
- 130 HE DEVELOPS 18 ROLLS AT ONCE.....by Edith Coverdale

movie section

- 89 DR. CINEMA SAYS: SOUND CAN BE SIMPLE
- 90 HENLE'S FIRST MOVIE: A FAMOUS PHOTOGRAPHER
TURNS FROM STILLS TO MOTION PICTURES.....by Jacquelyn Judge

departments

- 10 THE LAST WORD: LETTERS FROM OUR READERS
- 14 COFFEE BREAK WITH THE EDITORS
- 24 BEHIND THE SCENES: NEWS OF THE PHOTO INDUSTRY
- 29 NEW PRODUCTS
- 74 "I TRIED IT MYSELF": PRIZE PICTURES
FROM OUR READERS
- 104 THE CAMERA CLUBS.....by Mabel Scacheri
- 106 SALON CALENDAR
- 125 NEW PHOTO BOOKS
- 128 WHAT'S AHEAD? THE LATEST IN COLOR
NEGATIVE PROCESSES.....by Lloyd E. Varden
- 140 ADVERTISERS' INDEX

EVERETT GELLERT, *Publisher* AUGUSTUS WOLFMAN, *Editor-in-Chief*
JESSE C. FISHEL, *Gen. Sales Mgr.* MARTIN E. SIEGEL, *Business Manager*
ROBERT DORIN, *Advtg. Mgr.* PHYLLIS SCHNEIDER, *Circ. Mgr.*

JACQUELYN JUDGE, *Editor*

JOHN WOLBARST, *Man. Ed.* ARVEL W. AHLERS, *Exec. Ed.*
HERBERT KEPPLER, *Assoc. Ed.* CORA ALSBERG, *Asst. Ed.*
ANTHONY PALAGONIA, *Art Asst.* BARBARA LEIGHTON, *Edtl. Asst.*
ERNEST G. SCARFONE, *Art Director*

COPYRIGHT 1952, PHOTOGRAPHY PUBLISHING CORP., 251 FOURTH AVE., NEW YORK 10, N. Y. PHONE OR 3-9300. CHICAGO OFFICE: 333 N. MICHIGAN BLVD., CHICAGO, ILL. PHONE: ANDOVER 3-7132, 7133. CALIFORNIA OFFICE: 6605 HOLLYWOOD BLVD., HOLLYWOOD—PHONE: HEMPSTEAD 3171. YEARLY SUBSCRIPTION, \$3.50 IN U.S.A. AND POSSESSIONS, CANADA AND COUNTRIES IN PAN-AMERICAN POSTAL UNION. ELSEWHERE, \$4.50. SINGLE COPIES, 35c, CANADA, 40c

Member
Audit Bureau of
Circulations

For finest **FLASH** Pictures — especially **COLOR** Get a Kalart **B-C**...and **Be Certain**

COMPARE THE FEATURES

Now's the time when days are shorter—when you need flash most. So why not equip your camera with the wonderful new Kalart B-C!

No other flash equipment is so simple to use—so compact—and gives you so many safeguards against flash failures. You can *Be Certain* with a Kalart B-C because the battery is good for two years—because it uses a new superpower method of firing flashbulbs that gets top efficiency out of every bulb—enables you to control lighting and exposure with the exactness color film requires.

There are other reasons why you can *Be Certain* with a Kalart B-C. Its built-in test light shows—*before you shoot*—if flashbulb and firing system are OK. Guards against missed pictures and waste of costly film.

There's a Kalart B-C for almost every camera—old or new—American-made or foreign—with or without built-in flash synchronization. Ask your dealer for a demonstration.

A Die-cast self-centering flashbulb socket, with sharpened contact point. Bulb is always correctly centered. Assures even illumination. Guards against "hot spots."

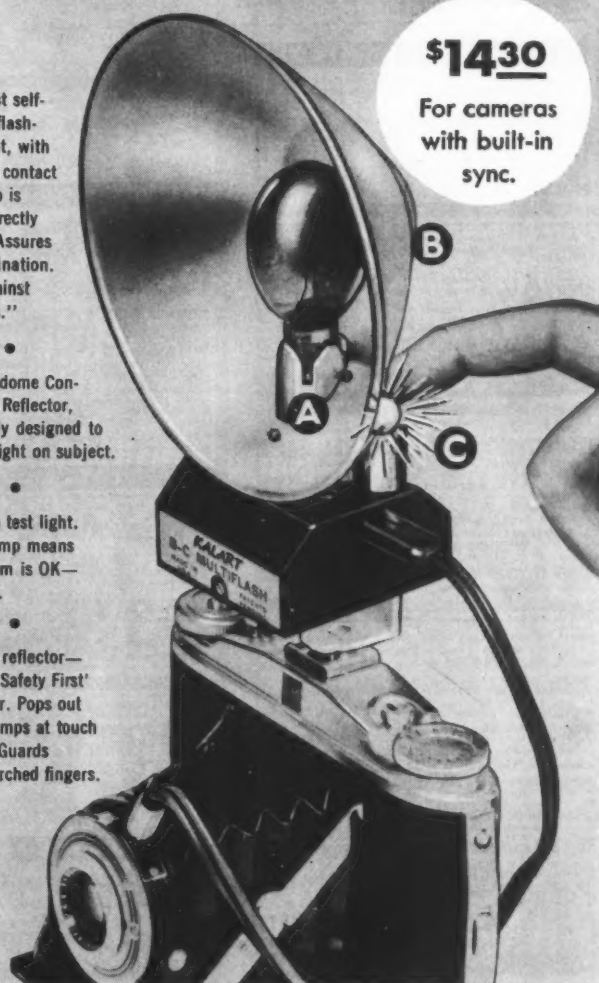
B Center-dome Concentrating Reflector, scientifically designed to put more light on subject.

C Built-in test light. Flash of lamp means firing system is OK—bulb is OK.

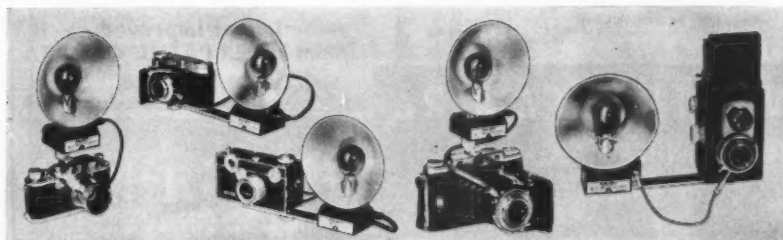
At back of reflector—Patented "Safety First" bulb ejector. Pops out hot used lamps at touch of trigger. Guards against scorched fingers.

\$14.30

For cameras with built-in sync.



For cameras with built-in flash shoe, the Kalart B-C is supplied with correct style-clip. For other cameras, a rubber-cushioned attaching bracket is supplied for attaching Kalart B-C to either side of camera. All Kalart B-C Units have series outlet for extension flash. Permits synchronizing 2 to 6 flashbulbs with extension units.



Send for FREE Kalart
"Helpful Hints on Flash Photography"

Illustrated folder full of practical tips.

The Kalart Company, Inc. Dept. C-11
Plainville, Conn.

Print Name and Address

KALART

There Are 44,361,200

15% DOWN!

You can buy that camera NOW, under Minifilm's Time Payment Plan with just 15% Down—thereafter only pennies a day. Trade In of your old equipment can also be accepted as down payment!

1. Locate the Trade-In allowance price of your present equipment in column three.
2. Select the Brand New or Used Camera, or equipment you desire in column one or two.
3. Deduct the Trade-In allowance from the Brand New or Used Price.
4. Then rush us your equipment plus your remittance, or COD instructions for the balance due. Minifilm will forward the equipment you desire! Your selection is insured, because of our 10 day free trial period and full refund terms. One year guarantee is always in effect at Minifilm.

LEICA-CONTAX-NIKON

	New	Used	Trade In
Leica A f3.5 Elmar.....	\$430.00	\$300.00	
Leica Standard f3.5 Elmar	54.00	40.00	
Leica D f3.5 Elmar.....	78.00	60.00	
Leica III f3.5 Elmar.....	99.50	75.00	
Leica IIIA f2.5 Elmar.....	124.00	95.00	
Leica IIIA f2 Summar.....	129.00	100.00	
Leica IIIB f2 Summar.....	169.00	130.00	
Leica IIIC f3.5 ctd. Elmar	159.50	125.00	
Leica IIIC f2.5 Summar.....	259.00	215.00	
Leica IIIF f3.5 Elmar.....	279.00	230.00	
Leica IIIF f2 Summar.....	284.20	235.00	
Leica IIIF f1.5 Summar.....	469.20	365.00	
Leica IIIF f3.5 ctd. Elmar	209.10	160.00	
Nikon f2 ctd.....	259.00	179.00	115.00
Nikon f1.4 ctd.....	349.00	229.00	145.00
Contax f2.8 Tessar.....	89.50	45.00	
Contax II f2 Summar.....	155.00	110.00	
Contax II f1.5 Summar.....	169.00	115.00	
Contax III f2 Summar.....	169.00	115.00	
Contax III f1.5 Summar.....	444.00	239.00	210.00
Contax IIIA f2.8 Summar.....	485.00	275.00	220.00
Contax IIIA f2 Summar.....	480.00	275.00	220.00
Contax IIIA f1.5 Summar.....	324.00	374.00	310.00
Contax S f2.8 ctd. Biotar.....	460.00	19.50	150.00
Contax S f2 Biotar.....	460.00	228.00	180.00

	New	Used	Trade In
Ricohflex f3.5 ctd. flash.....	39.50		30.00
Primar Reflex f3.5 ctd.	285.00	190.00	120.00
Tessar	499.00	365.00	300.00
Hasselblad f2.8 Ekatar.....			
Graflex 214x31/4 f4.5 ctd.	129.50	69.50	40.00
Ekatar (Series B)			
Graflex Super D 314x4 1/4 f4.5 ctd. Ekatar Auto	246.75	144.50	100.00
Diaphragm FPA			
Graflex Super D 4x5 f5.6 ctd. Ekatar Auto Diaphragm FPA	267.25	159.50	110.00

ROLL FILM CAMERAS

Kodak Tourist f6.3 ctd.	46.25	39.50	20.00
Kodak Tourist f4.5 ctd.	72.55	49.00	32.00
1/800th flash shutter.....	97.40	69.50	45.00
Medallist I f3.5 ctd.....	89.50	55.00	
Medallist II f3.5 ctd. flash	304.75	180.00	130.00
Super Ikonta A f3.5 ctd.	162.00	99.50	75.00
Tessar Sync.....	239.00	159.00	110.00
Super Ikonta B f2.8 Tessar			
Super Ikonta C f3.5 Tessar	281.00	189.50	130.00
Super Ikonta BX f2.8 ctd.		99.50	70.00
Tessar Sync.....	281.00	189.50	130.00
Super Ikonta C f3.5 Tessar	186.00	115.00	90.00
Voigt. Bessa I f4.5 ctd.	89.50	36.50	25.00
Voigt. Bessa I f3.5 ctd.	76.50	49.00	30.00
Voigt. Bessa II f3.5 ctd.	124.50	79.00	60.00
Voigt. Bessa II f3.5 ctd. Skopar flash.....	188.50	104.00	80.00
Voigt. Bessa II f3.5 ctd. Heliar flash.....	89.75	59.50	50.00

PRESS CAMERAS

Anniversary Graphic 2 1/4 x 3 1/4 f4.5 rfd.....	99.00	80.00	
Anniversary Graphic 3 1/4 x 4 1/4 f4.5 rfd., 3, cfr, fpr.....	129.00	90.00	
Anniversary Graphic 3 1/4 x 4 1/4 f4.5 rfd., 3, cfr, fpr.....	149.00	110.00	
Busch 214x31/4 f4.5, cfr, Rf.....	79.00	60.00	
Pacemaker Crown Graphic 214x31/4 f4.5 ctd. rfd.....	239.00	159.00	125.00
Pacemaker Crown Graphic 3 1/4 x 4 1/4 f4.5 ctd. rfd.....	232.80	159.00	120.00
Pacemaker Crown Graphic 3 1/4 x 4 1/4 f4.5 ctd. rfd., flash, cfr.....	238.60	179.00	130.00
Pacemaker Speed Graphic equipped as above	279.50	184.00	140.00
214x31/4.....	284.45	199.00	140.00
214x41/4.....	292.65	204.00	150.00
Century Graphic 214x31/4 f4.5 ctd.....	108.00	69.50	55.00
Kelart 314x41/4 f2.7 ctd. Raptor.....	285.00	189.00	125.00
Burke & James Press 4x5 f4.5 ctd. rfd., flash.....	149.95	109.00	70.00
Graphic View II 4x5 f4.5 ctd. rfd., flash.....	149.50	97.50	60.00
Exaltite and.....			
Litof Super Technika 4x7 Xenar, rfd.....	364.75	214.00	160.00

8 mm CAMERAS

Revere 50, f2.8.....	49.80	44.50	24.00
Revere Ranger, f2.5.....	72.50	39.50	30.00
Revere c40 Mag. f2.5.....	99.50	59.50	45.00
Revere c44 Mag. Turret f2.8.....	129.50	74.50	60.00
Keystone K 36 f2.8.....	58.50	36.00	30.00
Keystone K 22 f2.5 ctd.....	73.00	39.50	25.00
Keystone Olympic f2.5.....	78.00	44.50	34.00
Keystone K 40 Mag f2.5.....	107.75	64.00	50.00
De Jur Citation, f2.5 ctd.....	77.50	46.50	35.00
De Jur Mag. Embassy Turret f1.9 ctd.....	143.95	87.50	65.00
De Jur Mag. Pademantic Turret, f1.9 ctd.....	157.50	89.00	65.00
Ampro Magazine f2.5 ctd. f1.9 ctd.....	143.50	87.50	60.00
Ampro Magazine Turret f1.9 ctd.....	173.50	104.00	75.00
Kodak Brownie f2.7 ctd.....	43.30	29.50	22.00
Kodak Heliant f2.7 ctd.....	82.30	49.50	38.00
Kodak Magazine f1.9 ctd.....	150.95	99.00	80.00
B. & H. Companion f2.5.....	79.95	47.00	35.00
B. & H. Sportster, f2.5.....	89.95	56.00	44.00
B. & H. Tri lens f1.9.....	139.95	89.00	70.00
B. & H. Auto S Mag Turret f1.9 ctd.....	199.95	134.00	100.00
Bolex L 8 f2.8.....	97.00	52.00	42.00
Bolex H 8 Leader, f2.8 ctd. Lytar.....	201.50	194.00	145.00
Bolex H8 De Luxe f1.9 ctd. Lytar.....	364.75	230.00	180.00

16mm CAMERAS

	New	Used	Trade In
Kodak Royal Mag f1.9 ctd.	176.25	122.00	90.00
Kodak Magazine f1.9.....	159.50	99.50	80.00
Kodak Cine Special II f1.9	988.20	895.00	450.00
Revere Mag f2.5 ctd.....	137.50	94.00	75.00
Revere Mag Turret f1.9.....	212.50	139.00	95.00
Cinkox f2.5.....	71.25	39.00	25.00
Keystone A 7 f3.5.....	78.00	44.00	30.00
Keystone A 9, f2.5.....	89.50	55.00	35.00
Keystone 12, f1.9.....	177.50	125.00	80.00
Keystone Mag. K50 f2.5.....	127.00	74.00	60.00
Keystone Mag Turret, K55 f1.9.....	176.50	112.00	85.00
Bolex H-16 Leader f1.9	299.50	199.50	150.00
Bolex H-16 De Luxe f1.9	372.75	245.00	190.00
Lytar.....			
B. & H. Autolux 500 f1.9.....	214.95	142.00	110.00
B. & H. Automaster Turret f1.9.....	139.00	110.00	
B. & H. Automaster Turret 200, f1.9.....	259.95	189.00	130.00
B. & H. 70D Turret f1.9	134.00	90.00	
B. & H. 70DA Turret f1.9 ctd.....	188.00	155.00	
B. & H. 70D Turret f1.9 ctd.....	369.95	269.00	200.00
Pathe Super 16 Turret.....	385.00	285.00	210.00
Auricon Cine Voice.....	608.00	425.00	315.00

8mm & 16mm PROJECTORS

Revere 85 DL cc.....	124.50	67.50	50.00
Revere 90 cc.....	159.50	99.50	70.00
Keystone R8 500 watt.....	89.75	59.00	40.00
Keystone K68 750 watt.....	114.50	63.00	50.00
Keystone K109 750 watt	159.50	99.00	80.00
De Jur 750.....	149.50	88.00	65.00
De Jur 1000.....	177.50	125.00	80.00
B. & H. Regent.....	169.95	109.00	85.00
Amn B & H 221.....	89.50	50.00	40.00
Ampro Futurist.....	189.00	104.00	80.00
Bolex M-8 500.....	178.50	99.50	75.00
Bolex K 6-160A.....	393.00	245.00	185.00
Keystone A82 750 watt.....	119.50	79.50	60.00
Keystone K160 750 watt	199.50	129.00	100.00
Keystone 161 750 watt cc	139.50	99.00	80.00
Revere 750W.....	160.00	99.00	80.00
B. & H. Diplomat.....	281.95	169.00	130.00
Revere Sound Proj.....	325.00	209.00	150.00

SLIDE PROJECTORS

Argus PB 100W.....	29.95	19.75	13.00
Argus PB 150W.....	33.95	19.50	14.00
Argus PB 200W.....	36.95	23.95	18.00
Argus PB 300W.....	49.95	33.95	24.00
Goide NuMaumatic 300W	89.50	37.50	30.00
Goide Reflex 300W Blower	86.50	54.50	40.00
Goide Master 300W.....	78.49	49.50	30.00
TIC A 150W.....	34.75	23.50	15.00
TIC Mainliner.....	58.50	38.50	25.00
TIC Stereo 2-500W Lamp	175.00	115.00	80.00
SVE skyline 200W.....	41.95	25.50	18.00
SVE skyline 300W Blower	52.45	32.00	22.00
SVE Instructor 300W.....	59.50	39.00	25.00
Kodalidie 2.....	29.50	19.50	13.00
Kodalidie Merit.....	24.50	16.50	10.00
Kodalidie Table Viewer 4X	47.50	28.00	20.00
Lablue 300W.....	89.00	59.00	45.00

LEICA ACCESSORIES

	FOR LEICA
Leica Manual.....	5.00
Leitz Inurect Finder.....	42.00
Nooky Attachment.....	39.00
Leitz Flashgun III F.....	24.00
Leitz Mirror Reflex Housing	150.00
35mm f3.5 ctd. Elmar.....	122.40
35mm f3.5 ctd. Summar.....	132.40
35mm f2.8 ctd. Biogan.....	81.60
50mm f3.5 ctd. Elmar.....	81.60
50mm f2.8 ctd. Summar.....	187.00
50mm f1.5 ctd. Summar.....	272.00
8mm f1.5 ctd. Summar.....	499.00
90mm f4 ctd. Elmar.....	59.50
135mm f4 ctd. Elmar.....	132.40
135mm f4.5 ctd. Hektor	88.00
135mm f4.5 ctd. Hektor Chrome	165.00
	FOR CONTAX
35mm f2.8 ctd. Biogan.....	245.00
8mm f2 ctd. Summar.....	292.00
135mm f2 ctd. Summar.....	159.50
	FOR KINE EXAKTA
35mm f2.5 Retrofocus W.A.	99.50
135mm f4 ctd. Triotar.....	75.00
35mm f4.5 ctd. Xenar.....	53.00
Prism Finder for Kine V. V.X. or Exa.....	80.00

Latest Improved 16mm SUPER PATHE' CAMERA

- 100 ft. capacity
 - View thru shooting lens
 - Adjust focus & lens opening while running the camera!
 - Backwind, dissolves, completely professional
 - Uses all C mount lenses
- ONLY \$259.00**
DEMONSTRATOR MODEL

MINIFILM CAMERA

1190 AVENUE OF AMERICAS, N.Y.
BET. 46th and 47th St.

DEALS In This AD!!!

REG. \$102.55
SAVE 27.60
**NEW ARGUS
C3 OUTFIT**

W/13.5 ctd. lens,
Flashgun, case \$73.50
New telephoto lens 22.50
Sunshade, 3 filters 10.55
102.55



BRAND NEW SPECIAL

\$74.95

Reg. \$102.40
SAVE \$23.45
**COMPLETE
BOLSEY
B2 OUTFIT!!**

F3.2 Ctd. \$73.50
E. R. Case, Flashgun,
Sunshade & 3 Filters.
YOUR
COST



BRAND
NEW

\$78.95

Bolsley C Reflex Camera, F3.2 ctd. Outfit with accessories as above...Reg. 121.90. SPECIAL \$108.45

**KODAK AUTOMATIC
RETINA IIA CAMERA**



- Built in Synchro
- Compur Rapid Shutter
- Cpld. Rfdr.
- Automatic Shutter
- Cocking Device
- F2 Ctd. Schneider Xenon lens

ONLY \$124.50

Carrying case \$9.00

Season's Best Enlarger Value!

Brand New 2 1/4 x 3 1/4

MASTERCRAFT ENLARGER

w/ctd & 16.3 lens in Iris Diaphragm, 8x10 enlarging case, 3 8x10 Trays, 1 Safelight

COMPLETE \$39.95

for 35mm fans:

The above w/135 Enlarger w/ctd 2" 14.5 lens... **ONLY \$45.50**



STEREO REALIST

OUTFIT!

Reg. \$203.50

SAVE \$64.00

YOUR \$139.50

Complete

• Case, Flashgun and Stereo Viewer.



LATE MODEL LEICAS!



Leica IIIC w/Ctd. F2 Summitar Lens, Lens-cap. (Like New) **\$199.50**
(New, \$362.50)
Carrying Case \$9.00

Trade your Leica IIIC Camera—For the latest model Leica IIIF! Built-in flash at all speeds for all flash bulbs. We will exchange your IIIC body for a BRAND NEW LEICA IIIF body plus

ONLY \$94.50

New Leitz Flashgun \$24.00

New Leitz Meter \$24.00

**Don't Be Without an
EXPOSURE METER!!**

It's expensive to guess! Enjoy perfect negatives and save on film (no waste) ...

BRAND NEW ... Latest

	Reg.	Special
Weston Master II.....	\$27.63	\$21.95
GE DW68 ASA.....	19.95	15.95
GE PRI.....	29.25	21.95
Norwood.....	32.50	25.95

Store Display Models. Guaranteed Perfect



Save on Store Demonstrators!

Latest Model Ciro 35

w/13.5 ctd lens, synchro shutter, cpld RF with new everady case PLUS Sunshade, 3 Filters.



\$64.50 Value..... ONLY \$48.95

**Brand New 4x5 Pacemaker
CROWN GRAPHIC OUTFIT!**



Complete with: 135mm f4.7 ctd Woll Raptor lens in Rapax Shutter, Kalart rldr, 3 cell flashgun, reflector, and solenoid Ektalite held lens, 1 CFH, Graflex back **\$189.50**

Pacemaker Speed Graphic Outfit equipped as above **\$217.95**

2-LIGHT MOVIELITE

w/2 Reflector Floodlamps. As you follow action, your lights cover the subject.



Your Cost At Minifilm **ONLY \$5.39**

4-Light Movielight w/4 **ONLY \$9.25**

Reflector Floodlamps (include 80c postage)

VOIGT'L VITO II OUTFIT!

Vito II f3.5 ctd color skopar in synch, Prontor shutter. Flashgun, sunshade filter adapter and 3 filters, carrying case.



REG. \$74.25 **ONLY \$46.95 USED**

Vito II f3.5 ctd Color Skopar Outfit as above w/ compur Rapid synchro. **ONLY \$51.95**

Now You Can Own a Complete

BELL & HOWELL 8mm OUTFIT!

JUST OUT! LATEST MODEL!

The New B&H Model 221 8mm Proj., 400 ft. capacity 500W and case.

PLUS a used B&H Companion 8mm Camera w/F2 ctd Lens, w/4 speeds, 2 lens viewfinder

BOTH FOR ONLY \$135.00

SCOOP! SAVE!
Brand New Press Outfits!



Latest 2 1/4x3 1/4 Busch w/14.5 ctd lens in synch shutter, Kalart rldr installed. Brand New, Complete... **\$109.95**

Latest 4x5 Busch Pressman, double extension bellows, revolving back w/4.5 ctd Woll. lens in Rapax Shutter, Kalart rldr installed. Brand New, Complete... **\$129.50**

Busch BC flashgun reg. 19.50	\$14.95
5 cell flashgun w/Solenoid	\$27.50
Optical Viewfinder	\$ 8.75
FPA 2 1/4x3 1/4	\$5.45 4x5 \$ 6.95
CFH 2 1/4x3 1/4	\$2.95 4.5 \$ 3.25
Roll Film Adapter	\$24.95

BOLEX H16 Camera!

3 lens turret, 16mm w/f1.9 lens, auto threading, forward or reverse, single frame, 8 to 64 frames.



USED \$199.50

BOLEX H8 Camera \$184.50 equipped as above

SAVE 40%!

TDC MAINLINER

Blower cooled 300W. Projector w/ semi-matic selector and 6 solenoids. Demonstrator Model. REG. \$88.95



SPECIAL \$54.50

FREE!

100 ft. 35mm PX or XX Film PLUS 10 empty cartridges with purchase of our 35mm



DAYLIGHT FILM LOADER

Loader Alone \$7.95
100 ft. film (PX or XX) 3.50
10 Cartridges 1.00
reg. 12.45

MINIFILM'S PRICE \$7.95 complete
include 80c postage

Famous make Imported German Camera!

with brilliant f2.9 ctd. Schneider lens in Prontor S Synchro Shutter, 1 sec. to 1/300 and bulb. Double exposure prevention. Built in Self timer.



Unequaled Value...\$32.50

Brand New Leather Eveready Case \$6.50

**GOLDE MANUMATIC
SLIDE PROJECTOR!**

- 2x2 300W
- Blower Cooled
- Slide File for 200 slides



Your Cost **ONLY \$39.00** L.N.
GOLDE REFLEX, 2 1/4 sq. Blower case, 300W... **ONLY \$56.00**

15% DOWN!!

**CAN BUY THAT CAMERA NOW,
ONLY PENNIES A DAY THEREAFTER!!**

LU - 2-1416

MINIFILM CAMERA CORPORATION

1190 AVENUE OF AMERICAS, N. Y. C. BET. 46th and 47th St.

A "MUST" for ARGUS C, C2, C3 USERS

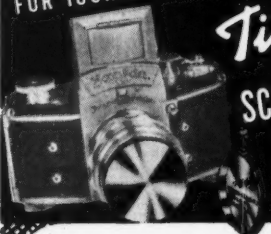


THE NEW
QUICK
READING
DIAPHRAM
CONTROL

An amazingly simple device which converts the f stop readings from the front of the lens to the top, where they can be read quickly and easily... eliminates all difficulties in rotating and viewing the diaphragm ring when using filters and lens accessories. **\$1.50**

Complete instructions for use enclosed with each Tiffen Quick Reading Diaphragm Control.

LOW COST PROTECTION
FOR YOUR LENSES WITH



Tiffen
SCREW-IN
LENS
CAPS

Absolute protection against dust and accidental scratching. Cannot slip off or fall off. Precision threaded to screw into front of lens barrel for a perfect seal against harm or damage of the valuable lenses. Constructed of solid duraluminum. In gleaming satin smooth finish.

TIFFEN SCREW-IN LENS CAPS

Series #C	\$.75
Series #575
Series #6	1.00
Argus C, C2, C3	1.00
Argus C4	1.75
Bolsey B, B2, C	1.00
Contax Sonnar 50mm F:1.5, F:2	2.00
Kine Exakta Biotar 50mm F:2	2.00
Kine Exakta Tessar 50mm F:3.5	1.75
VX Pre Set F:2, F:2.8	2.25
Kine Exakta Xenon F:2	2.00
Leica Elmar 50mm F:3.5	1.00
Leica Elmar 90mm F:4	1.75
Leica Summar 50mm F:2	1.75
Leica Summar 50mm F:2	2.00
Retina I	1.00
Retina II	1.75

A COMPLETE LINE OF FILTERS,
LENS SHADES, ADAPTER RINGS...
SEND FOR FREE CATALOG

Tiffen MANUFACTURING CORP.
617-621 SACKETT ST. B'KLYN 17, N. Y.

the last word

Our Sept. Cover Girl

Sirs:

Regarding those ape pictures on your Sept. cover and in the article on page 40, I think they're a positive insult to the human race—they're that magnificent! Please accept an amateur's enthusiastic congratulations on a delightful job well done—and convey same to Mr. Peskin.

New York City Henry Timmerman

• *Sh-h-h—no cover girl wants to be called an ape when she is a chimpanzee!—Ed.*

Sirs:

Your September cover by David Peskin is disgustingly ugly and the article about the "cover girl" is about as funny as a toothache.

New Haven, Conn. Virgil Andrews

Sirs:

Do you have a copy of your Sept. cover without the printing on it? Peskin's model reminds me of my first girl friend back home in good old Atlanta.

Pusan, Korea

Pvt. G. Wilders

• *Sorry, we'd love to send you a picture but the printing is a part of the engraving plates from which the cover reproduction was made.—Ed.*

65-Year-Old Premo

Sirs:

Last summer I found a camera in an attic with a lens and shutter that had to be dismantled to clean out the rust and mold. The camera was called a Premo and I have been told that it is about 65 years old. After repairing the



bellows, I bought some 4 x 5 film holders and made a test exposure. I estimate that the exposure was about 1/50 second at f/16 (the Rectilinear lens and shutter, marked Rochester Optical Co., had different markings than we use today). This shot, made with a K-2 filter over the lens, was one of the test exposures that surprised me with its amazing over-all sharpness and clarity. The lens rivals a modern one!

New York City

R. R. Aldridge



Taken with DAGOR LENS by S. H. Gottscho

Perfection!

Pathos, exhilaration, joy, sadness and all the emotions of a fine artist make this delicate old instrument a vehicle of expression. Through it, the professional musician will attempt to ascend the heights of his artistry. Therefore it must be the finest obtainable.

Quite naturally, the same holds true with the professional photographer. HIS equipment must be the finest obtainable...more particularly his PHOTO-LENSES. Your LENS is the heart of your camera. Choose it wisely... Treasure it always.

For over half a century, GOERZ AMERICAN precision photo-lenses have given profitable satisfaction to thousands of professional photographers. Whether your requirements are "run of the mill" or something special, we stand ready to serve you.

For details write Dept. MP-1.

C. P. GOERZ AMERICAN
OPTICAL COMPANY
Office and Factory
317 EAST 34th STREET
NEW YORK 16, N. Y.

Dowling's

FIFTH AVENUE

10% DOWN

- 30 DAY FREE TRIAL
- LIFETIME GUARANTEE
- POSTAGE AND INSURANCE FREE
ON SHIPMENTS THE WORLD OVER
- SERVICEMEN AND CIVILIANS ALIKE
BUY ON TIME FROM DOWLING'S!

Regula



With Steinheil Ctd. f/3.5 lens \$48.50 Cash or \$4.85 Down; with Steinheil Ctd. f/2.8 lens \$55.85 Cash or \$5.58 Down; or with Steinheil Ctd. f/2.8 lens in Compur "MX" shutter \$65.50 Cash or \$6.55 Down.

HASSELBLAD



Superlative single lens reflex with Ektar Ctd. f/2.8 lens \$535. Cash or \$53.50 Down.

Veigel-



With amazing new built-in rangefinder and Schneider Ctd. f/4.5 lens. Perfect companion for your Rollei \$169.50 Cash or \$16.95 Down.

Rolleicord



With Xenar Ctd. f/3.5 lens \$149.50 Cash or \$14.95 Down. Includes improved "Snap-it" case. Request complete Rollei accessory list.

Rolleiflex



With Xenar Ctd. f/3.5 lens \$265. Cash or \$26.50 Down; or with Tessar Ctd. f/3.5 lens \$285. Cash or \$28.50 Down. Carrying case included.

STEREO-Realist



With Cooke-type Ctd. f/3.5 lenses \$159. Cash or \$15.90 Down. Dowling's Fifth Avenue is headquarters for all stereo apparatus.

Voigtlander VITESSA



Perfect for fast action, sequence shots! With Ultron Ctd. f/2.0 lens \$159.50 Cash or \$15.95 Down.

NIKON



With Nikkor Ctd. f/2.0 lens \$259. Cash or \$25.90 Down; or with Nikkor Ctd. f/1.4 lens \$349. Cash or \$34.90 Down. Write for list of Nikkor lenses for Leica and Contax!

Esakita



With Tessar Ctd. f/2.8 lens \$269.50 Cash or \$26.95 Down; or with Biotar Ctd. f/2.0 \$343. Cash or \$34.30 Down.

Leica



With Elmar Ctd. f/3.5 lens \$278.80 Cash or \$27.88 Down; with Summitar Ctd. f/2.0 lens \$384.20 Cash or \$38.42 Down; or with Summarit Ctd. f/1.5 lens \$469.20 Cash or \$46.92 Down.

MINOX



Just 2 1/2 ozs., 3" long... yet with precise shutter speeds to 1/1000 sec. and Ctd. f/3.5 lens. Including chain and carrying chain \$129.50 Cash or \$12.95 Down.

POLAROID Land CAMERA



Standard model 95 is \$89.75 Cash or \$8.97 Down; or new model 110 of the "print-in-a-minute" camera with coupled rangefinder, high speed shutter and Ctd. f/4.5 lens is \$249.50 Cash or \$24.95 Down.

Linhof



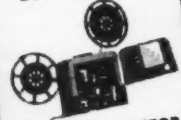
Multifocus R/F, 65mm Angulon f/6.8, 105mm Xenar f/3.5, and 180mm Tele-Xenar f/5.5 lenses \$575. Cash or \$57.50 Down.

Pacemaker



With Ektar Ctd. f/4.7 lens \$224. Cash or \$22.40 Down.

New Bell & Howell Filmosound "202" RECORDING



SOUND PROJECTOR Complete * * * \$499. Cash or \$49.99 Down.

BOLEX



With Lytlor Ctd. f/1.9 lens \$299.50 Cash or \$29.95 Down. Write for brochure on exciting new Bolex Stereo System and Pan Cinor lens!

Dowling's

Mail Order Division
175 FIFTH AVE., NEW YORK 10, N. Y.
ORegon 4-6275

Please ship the following immediately:..... Dept. MP1152

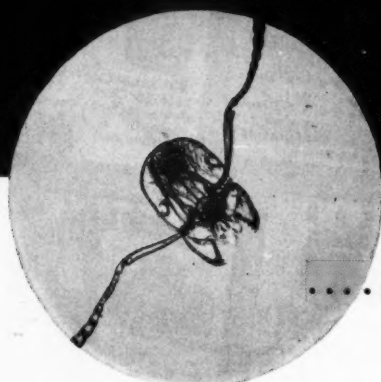
Enclosed is \$..... as Down Payment or Complete Payment.
(Cross out one)
I agree to pay \$..... Monthly for..... Months until merchandise is paid for.
Please give top Trade-in Offer on..... and apply as down payment when I accept your offer.

☐ Send Illustrated Literature On.....
☐ Send Illustrated Catalog ☐ Send Pamphlet on "Deferred Payments"

Name.....
Address.....
City..... Zone..... State.....

ALL EQUIPMENT LISTED IS BRAND NEW—FACTORY PACKED. OUR STOCKS OF BOTH USED AND NEW EQUIPMENT ARE HOWEVER MOST EXTENSIVE. PLEASE WRITE FOR ANYTHING PHOTOGRAPHIC.

from the **INFINITE.....**



.....to the INFINITESIMAL

THE RANGE AND VERSATILITY of the 35-mm. Exakta VX are remarkable. Attached to a telescope, the VX can reach out into space and bring the moon in all its glory and wonder to your film. Attached to a microscope, it can magnify a microorganism invisible to the naked eye and bring its weird and intricate design into your ken. No matter what your subject is, the VX can bring beauty, grandeur and drama to you. Photography with the VX is a precise, versatile technique. The Exakta's single-lens, reflex optical system assures your getting the exact picture you see in the camera's viewfinder. The bayonet lens mount permits the instant and easy interchange of lenses from 35 mm. to 500 mm. creating in effect a new camera with each lens. The VX has the latest achievement of photography, the pre-set diaphragm lens, permitting you to pre-select the required aperture and get it immediately

by turning the aperture ring, without removing your eye from the viewfinder. The built-in regular and flash contacts permit you to use flash exposures as fast as 1/1,000,000th of a second. Some of the other advantages of the VX are interchangeable viewfinders (including the marvelous Penta Prism which furnishes an eye-level image, upright, with the sides unreversed), cartridge-to-cartridge film feed which speeds loading and diminishes the possibility of scratches, and 29 exposure speed settings, ranging from 1/1,000 of a second to 12 seconds. We invite you to visit the nearest dealer to see and operate the VX.

Exakta VX with 50-mm., f/2.8 Zeiss T-coated Tessar with pre-set diaphragm mechanism \$269.50
Exakta VX with 58-mm., f/2 Zeiss T-coated Biotar with pre-set diaphragm mechanism \$343.00*

*Tax included

The 35-mm., single-lens reflex **EXAKTA VX**
is the most versatile camera in the world

For more information about the Exakta and its many uses in such fields as photomicrography and close-up work, write for free booklet 10-MP
EXAKTA CAMERA COMPANY, 46 WEST 29th ST., NEW YORK 1, N.Y.





for 2x2 and
Bantam Slides

QUALITY is something that cannot be argued into a projector or promised into it. It must be built there. If it isn't built there, the finest sales talk in the world won't act as a substitute. Quality *is built* into Viewlex Projectors

From \$35⁹⁵ to \$49⁵⁰⁰

AT BETTER CAMERA STORES EVERYWHERE

Viewlex

WRITE FOR FREE LITERATURE—DEPT. 17

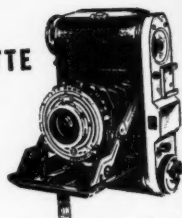
INC. • 35-01 QUEENS BOULEVARD • LONG ISLAND CITY 1, N. Y.

You Get MORE CAMERA in a *Balda*

Feature for feature, price for price, there is no better buy than a Balda. Visit your dealer and see for yourself how much more a Balda gives you for your camera dollar.

BALDINETTE 35mm

f3.5
Lens



The most compact 35mm camera made, the Baldinette 35mm is an ideal pocket companion wherever you go. In black and white or color, you get crisp enlargements and brilliant transparencies.

Features include:

- Coated f3.5 Schneider RADIONAR Lens
- Fully Synchronized (M-F-X) Prontor SV Shutter
- Eight Speeds: 1 sec. to 1/300th, plus 'Bulb'
- Built-in Self Timer
- Body release with Accidental Double Exposure Prevention
- Automatic Film Stop and Counter
- Built-in Optical Viewfinder
- Accessory Clip

Only 49.95

Made in Western Germany

BALDIX 2 1/4 x 2 1/4

f3.5
Lens



The roll-film miniature for 'square shooters' who want more picture on the negative and more negatives on the roll. Perfect for low cost contact album prints and for crisp, sharp "blow-ups." Makes brilliant, color transparencies for standard 2 1/4 square projectors.

Features include:

- Coated f3.5 Ennagon 75mm Lens
- Flash Synchronized Prontor-S Shutter
- Eight Speeds: 1 sec. to 1/300th, plus 'Bulb'
- Built-in Self Timer
- Watch-stem Ratchet Wind Film Transport
- Body Release and Accessory Clip
- Built-in Optical Viewfinder
- 12 Exposures per roll of 120 Film

Made in Western Germany Only 48.50

At Your Dealer, or Write to...

KLING PHOTO
SUPPLY CORP.
235 Fourth Ave., New York 3, N.Y.

COFFEE BREAK with the editors

THIS MONTH'S COVER . . .

Photographer Jerry Yulsman had no idea of the fate in store for his six 2 1/4 x 2 1/4 Rollei Ektachrome transparencies when he submitted them to MODERN. A cover with all six in sequence was decided upon. Rather than throw at the engraver the technical monkey wrench of piecing them together, Robert and Irene Fredette were asked to make a black and white montage of all six Ektachromes and then a Flexichrome following the original color in the transparencies. A single engraving was then made from the Flexichrome montage.

BEYOND THE CALL OF DUTY . . .

When a picture critic exposes his own photos to the same kind of treatment he dishes out, we think he's a



Off center in the rain.

courageous sort of fellow. One such person is Don Langer, camera page editor of the New York *Herald Tribune*. Though most of the shots in his recent show at Willoughbys were taken purely for pleasure, some were made to show that a guy who talks about pictures should be able to take them too. This particular portrait was made with a Super Ikonta B at 1/50 at f/8. When talking to camera clubs, Don uses it to show what can be done on a rainy day, and to illustrate off-center composition. How about some other brave critics following suit?

THE CANON CAMERA . . .

You may be surprised at first on turning to pages 56 through 61 to see another 35mm camera report after the Exakta story of last month. MODERN felt, however, that the introduction of the Canon via national distribution and advertising would whet your interest. If the camera and accessories were just a carbon copy of others already on the market, we

wouldn't have bothered with the Canon at all. But, like the Exakta, some novel constructions are built into the camera, lenses and accessories which are available with no other machine. Therefore another impartial and factual report designed to give you an honest account of one year's study of the Canon camera.

By the way, the Exakta distributors have informed MODERN that all Exakta VX cameras now being imported have American tripod threads.

COALS TO NEWCASTLE . . .

Mrs. Lillian Wilcox went to work for Ansco in Binghamton in 1902. Figuring 50 years to be about par for the course, she plans to retire from the film finishing department come next December 1. As recognition for her service, Ansco has presented Mrs. Lillian Wilcox with a custom-built, gold-plated Ansco Rediflex box-type camera. Said Mrs. Wilcox, "It's just what I wanted. It is simple to operate and more to my liking than our more complex cameras."

NEW PHOTO PRODUCTS . . .

Each month the U. S. Mail deposits on our desks a constant stream of releases and photographs concerning new photographic equipment. The information is then relayed to you. For the past months however, an ever increasing number of what might be called "odd photo products" have appeared on releases. We are quite puzzled as to what photographic use the dresserette (see cut) could be put to. It's 24 in. high, has two handy drawers and comes finished in antique



It's 24 in. high . . .

gold for \$16.95. We also have news of a new packaged mineral bath which doesn't seem to refer to either negative (Continued on page 18)

DARKROOM EQUIPMENT at PEERLESS COSTS LESS!

SAVE \$16.75! BRAND NEW! PEERLESS Rotary PRINT WASHER

Complete with All Hose Connections!
67²⁰
Ship. wt. 26 lbs.
List \$83.95!

All Stainless-Steel with Welded Seams. Smooth Roller-Bearing Operation; will accommodate over 100 - 4" x 16" prints at 1 time!

SAVE UP TO \$11.84! BRAND NEW! Lott PRINT DRYERS

"Standard" Model - dries 30" x 10" prints at one time; stainless-steel drum!
22⁶⁰
Ship. wt. 26 lbs.
List \$39.50!

"Professional" DRYER 31⁶⁰
Stainless-Steel drum, canvas belt, List 39.50
"Rotomaster" DRYER 47⁶⁶
Stainless-Steel drum, Squeeze, List 59.50

SAVE UP TO \$27.39! BRAND NEW! Jumbo DRY MOUNT PRESS

109⁵⁶
Ship. wt. 40 lbs.
15 1/2" x 18 1/2" Platen; open on 3-sides!
Has 36" x 108" print drying area

"Jr." DRY MOUNT PRESS 43⁷⁵
8 1/2" x 11" Platen - Mounts up to 16" x 20" prints
List \$54.95!

SAVE \$7.85! BRAND NEW! Famous 5x7 Champion PRINTER

All Metal Construction, for Negs. from 35mm to 5 x 7. Features Ground-Glass Diffusion. Adjustable Border Mask; Dual-Spool take-up for Strip Film and Push Button Release!
List \$23.50! **14⁹⁵**
Ship. wt. 30 lbs.

8x10 ACE PRINTER 39⁹⁵
4-Band Metal Platen. Sturdy Construction. Built-in - Safelight. List 50.00!

SAVE \$3.46! BRAND NEW! Famous-Make 14x17 EASEL

13⁶⁰
List \$17.06!
Ship. wt. 18 lbs.

This precision Easel Sets Top Border Automatically; has self-aligning masking bands, adjustable borders and a Non-Slip Base!

SAVE 15%! Sensational NEW Value! EASTMAN-KODAK'S FLEXICHROME COLORING PROCESS

You'll be amazed at this NEW Color Process by which Anyone can produce high-quality Color Prints from Black & White Negatives! Not a photo-art process it is amazing in it's Simplicity!

Nothing Else to Buy **24⁰⁰**
Ship. wt. 12 lbs.
List \$27.50!

Complete Outfit Includes:

- 8x10 FLEXICHROME Stripping Film
- 10x12 Dye - Transfer paper
- 2-Gallon Pan Matrix Developer
- 10-Ounces of 28% Acetic Acid
- 6-Sheets FLEXICHROME Bleach
- 16 Ounces FLEXICHROME Modeling Agent
- 23-Sheet FLEXICHROME Transfer Sheet
- 12-Colors - FLEXICHROME Color Set
- 4-Ounces FLEXICHROME Washing Lacquer
- 16-Ounces FLEXICHROME Print Lacquer Thinner
- 100-Sheets FLEXICHROME Blotting Paper
- 3-Fine Quality Sable Brushes

SAVE \$2.35! BRAND NEW! Famous SPOT-O-MATIC ENLARGING METER

8⁸⁹
List \$11.24!
Ship. wt. 6 lbs.

Now you can eliminate most Enlarging mistakes! Automatically sets readings on correct type of paper. Exposure time and whether negative is over or under-developed.

SAVE UP TO \$.58! BRAND NEW! Hard-Rubber TRAYS

These Finely Made Trays are Unbreakable Hard-Rubber with Pouring Spout on 1-Corner
Ship. wt. 8 lbs.
LIST SPECIAL

12 5x7 inches .75 .58
13 8x10 inches 1.15 .89
14 11x14 inches 2.70 2.12

SAVE \$4.35! BRAND NEW! Gra-Lab Darkroom TIMER

This Excellent Timing Device is Precision Manufactured! Measures 1 Second to 99 Minutes. Can be Projected and has a Cut-Off Switch!
17⁶⁰
Ship. wt. 5 lbs.
List \$21.95!

SAVE UP TO \$4.15! BRAND NEW! Famous Darkroom PAPER SAFE

Sturdily-Constructed; Keeps paper flat, dry and closed to light. This Model Holds 3-Dress 8 x 10 or 4-Dress 8 x 7 paper.
Only **8⁸⁰**
List \$10.95!
Ship. wt. 10 lbs.

Darkroom PAPER SAFE 15⁴⁰
Holds 4-Gra-Lab 11x14 paper. List 19.95

SAVE \$1.16! BRAND NEW! Famous 5x7 DARKROOM SAFE LIGHT

4⁷⁹
Ship. wt. 3 lbs.
List \$5.95!

Protect Your Valuable paper and Negatives! Complete with Amber Filter for Complete Safety!

SAVE 20%! BRAND NEW! Famous YORK FOOTSWITCH

Ship. wt. 3 lbs.
3⁹⁵
List \$4.95!

Now... with complete control, you can free both hands for work. Impossible to get out of order! Pedal You gives in dark for easy location!

SAVE UP TO \$38.30! BRAND NEW! Famous STAINLESS-STEEL COLOR-Processing UNITS

18-8 Stainless Steel construction! Double-panned for Safety... holds 6 or 8 inserts, up to size 8" x 10"

	LIST	SPECIAL
28 Water-Jacket, 6-Inserts	124.50	99.00
29 Water-Jacket, 8-Inserts	141.40	113.10
30 Water-Jacket Only	68.75	55.22
31 Insert-Tank Only	8.25	6.80
32 Insert-Tank for Bleach, Plastic-Lined	14.90	11.90
33 4x5, 1-Qt. Unit, 6-Inserts	67.60	54.00
34 4x5, 1-Qt. Unit, 8-Inserts	77.80	62.50
35 6x7, 1/2 Gallon, 6-Inserts	77.20	61.75
36 6x7, 1/2 Gallon, 8-Inserts	89.45	71.90
37 8x10, 1-Gallon, 6-Inserts	106.90	85.50
38 8x10, 1-Gallon, 8-Inserts	121.75	97.40

Terrific Value! BRAND NEW! Famous WESTON Darkroom THERMOMETER

Easily read, for Tank, Tray or Mixing. From 6" to 140° F.
Special **6⁴⁰**
Ship. wt. 2 lbs.

SAVE UP TO \$3.06! BRAND NEW! POWELITE Bar-Units

2 or 4 Light Bar Units with Built-in Fuses and on/off and Dimmer Switches
POWELITE, Sr. 9⁸⁹
Without Bulbs, List 12.95
POWELITE, Jr. 5⁴⁹
Without Bulbs, List 6.95
G. E. Bulbs, Carton of 2, only 2.50

SAVE \$4.00! BRAND NEW! Heavy-Duty! 8x10 PRINT FRAME

4⁹⁵
Ship. wt. 3 lbs.
List \$12.95!

A Terrific Value! Can be used for Film-Holder, Enlarging Easel - Print Frame, Text Strip Exposure & Printon-Exposures

SAVE \$5.45! BRAND NEW! Famous-Make Mutec-Flood ROTO-LITE Unit

3-Adjustable Arms rotate 180°; Extra-long Heavy-duty cord. Complete with 4 Bulbs, List \$27.95
16⁵⁰
Ship. wt. 5 lbs.

SAVE \$3.35! BRAND NEW! Famous-Make Arrow COMPACT-O-LITE Unit

Folding Movie Bar Light! Folds no larger than carton of cigarettes! Comes with 4 Bulbs, List \$16.90
13⁶⁰
Ship. wt. 5 lbs.

10-DAY TRIAL with FULL MONEY-BACK GUARANTEE! 1 FULL YEAR OF SERVICE!
All items offered subject to prior sale! Add estimated shipping costs. We'll refund every cent not used! If you prefer C.O.D. please send 10% Deposit! PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

PEERLESS CAMERA STORES

415 LEXINGTON AVENUE, NEW YORK 17, N. Y.

PEERLESS CAMERA STORES 415 LEXINGTON AVE., N. Y. 17, N. Y.

Please Send Me Items Checked:

<input type="checkbox"/> 1	<input type="checkbox"/> 10	<input type="checkbox"/> 20	<input type="checkbox"/> 30
<input type="checkbox"/> 2	<input type="checkbox"/> 11	<input type="checkbox"/> 21	<input type="checkbox"/> 31
<input type="checkbox"/> 3	<input type="checkbox"/> 12	<input type="checkbox"/> 22	<input type="checkbox"/> 32
<input type="checkbox"/> 4	<input type="checkbox"/> 13	<input type="checkbox"/> 23	<input type="checkbox"/> 33
<input type="checkbox"/> 5	<input type="checkbox"/> 14	<input type="checkbox"/> 24	<input type="checkbox"/> 34
<input type="checkbox"/> 6	<input type="checkbox"/> 15	<input type="checkbox"/> 25	<input type="checkbox"/> 35
<input type="checkbox"/> 7	<input type="checkbox"/> 16	<input type="checkbox"/> 26	<input type="checkbox"/> 36
<input type="checkbox"/> 8	<input type="checkbox"/> 17	<input type="checkbox"/> 27	<input type="checkbox"/> 37
<input type="checkbox"/> 9	<input type="checkbox"/> 18	<input type="checkbox"/> 28	<input type="checkbox"/> 38
<input type="checkbox"/> 19	<input type="checkbox"/> 29		

It is Not Listed, but Send

NAME _____
ADDRESS _____
CITY _____ STATE _____

SEE NEXT TWO PAGES FOR PEERLESS VALUES!

TRADE WITH PEERLESS

Trade with Peerless...as millions do! The store with the Largest Selection of Cameras and Equipment offers the greatest values...finest service...and guarantees your money back unconditionally if not satisfied within ten days of purchase! If you do not see what you want in these two pages...write for it...we have it...at the price you want to pay!

SAVE UP TO \$110.75! BRAND NEW! Complete!

4x5 GRAPHIC Outfits



New, you can get a BRAND NEW 4x5 Speed or Crown Graphic Outfit. These sensational Press Cameras feature a Graflok Back, Body Shutter Release! It is synchronized for flash and has a coupled Rangefinder! Each complete press outfit comes in fine Press Carrying Case!

Complete Outfit Includes:	SPEED GRAPHIC	CROWN GRAPHIC
4x5 Pacemaker GRAPHIC Camera.....	170.00	125.00
PLUS - 135mm f4.7 Cld. Wollensak Raptar Lens in Rapax Shutter.....		
PLUS - Coupled Rangefinder, Installed.....		
PLUS - 3-Cell Flashgun, Reflector Card, Solenoid, Installed.....		
PLUS - 4x5 Film Pack Adapter.....		
PLUS - 4x5 Double Film Holder.....		
PLUS - Lens Hood - Filter Holder and 4-Optical Glass Filters.....		
PLUS - Press Carrying Case.....		
Total Value	369.25	324.75
You SAVE	110.75	85.75

Peerless Priced - Only **259⁰⁰** **219⁰⁰**

SAVE \$80.44! BRAND NEW
4x5 BUSCH Press Outfit



135mm f4.7 Cld. Wollensak Raptar in Rapax Shutter PLUS Kalart coupled Rangefinder, installed
3-Cell Press Flashgun installed

144⁹⁵ ship. wt. 8 lbs.

2 1/2 x 3 1/4 ANNIV. SPEED GRAPHIC **99⁰⁰** used

Choice f4.5 Tessar, Skopar or Xenar Lens
Cpld Kalart RF • Synchro Flashgun ship. wt. 8 lbs.

BIG SAVINGS on BRAND NEW VOIGTLANDER Cameras

RANGEFINDER BESSA II

New, Hard Cld. f3.5 Color Skopar Lens, Compur Rapid X Synchro. List 124.50

89.50

RANGEFINDER BESSA II

f3.5 Color Helios Lens List 168.50

124.50

Voigtlander BESSA I

620 - Roll Film Camera f4.5 Cld. Vastar-Synchro X Shutter. List 59.50

47.50

Voigtlander PERKEO I

2 1/4 x 2 1/4 Roll Film Camera f4.5 Cld. Lens, Synchro X. Average Shipping Weight 4 lbs.

39.50 Special Only...



Famous SLIDE PROJECTORS

DEMONSTRATORS At Our Lowest Prices!

Latest 2 x 2 GOLDEN-MANOMATIC

• 300 Watt Lamp • 13.5 Cld. Lens • Slide Changer

List **39.50** Ship. wt. 18 lbs.

Latest Viewlex V-33 2x2 Slide Projector

• 300 Watt • Blower Cooled • 13.5 Cld. Lens • Brand New

62⁹⁵ ship. wt. 16 lbs.

La BELLE '500'

2 x 2 slide Projector

• f3.5 Coated Lens • 300 Watts

59.50 Ship. wt. 8 lbs. List \$95.00

ROLL FILM CAMERAS

	New	Used
Alfa VENTURA 2 1/2 x 2 1/4 f4.5	36.50	29.50
Anaco SPEEDER 2 1/2 x 2 1/4 f4.5	49.95	39.95
Anaco TITAN 2 1/2 x 2 1/4 f4.5	49.95	39.95
Baldu LUX Full and half 120		
M-X SYNCH 4.5 Schneider	49.95	39.95
FOTH DERBY f2.5, f4.5, f5.6	27.50	27.50
Kodak DUO 620 f3.5	34.50	34.50
Kodak MEDALIST f3.5, RF	87.50	87.50
Kodak MEDALIST II f3.5, RF	304.75	179.50
Kodak MONITOR 620 f4.5	39.50	39.50
Kodak SENIOR 616 f4.5	34.50	34.50
Kodak SPECIAL 620 f4.5	27.50	27.50
Kodak TOURIST 800 f4.5	97.40	64.50
Kodak VIGILANT 620 f4.5	29.50	29.50
Vaigti BESSA 66 f4.5, NEW	39.89	39.89
Vaigti BESSA 66 f3.5, RF	64.50	44.50
Vaigti BESSA 66 f3.5	39.50	39.50
Vaigti BESSA 2 1/2 x 2 1/4 f4.5	49.50	29.95
Vaigti BESSA 2 1/2 x 2 1/4 f3.5	39.50	39.50
Vaigti RANGEFINDER BESSA 2 1/2 x 2 1/4 f3.5	59.50	59.50
Zeiss IKONTA A f120 f3.5	39.50	39.50
Zeiss IKONTA A f120 f3.5	63.00	42.50
Zeiss IKONTA B 2 1/2 x 2 1/4 f3.5	99.00	74.50
Zeiss IKONTA B III 2 1/2 x 2 1/4 f3.5		
Tessar, RF MX synch	126.00	79.50
SUPER IKONTA A Special f3.5	168.00	89.50
SUPER IKONTA A f2.8 Tessar	99.50	99.50
SUPER IKONTA B f2.8	236.00	169.50
Tessar, RF MX synch	261.00	239.50
Exposure meter MX synch	79.50	79.50
SUPER IKONTA C 2 1/2 x 2 1/4 f3.5	188.00	117.50
SUPER IKONTA BX f2.8	169.50	169.50

REFLEX CAMERAS

	New	Used
ANSCO REFLEX f3.5	109.50	79.50
BOLSEY C f2.2	109.50	79.50
ARGOFLUX E f4.5 Anast	29.50	29.50
CIRIOFLUX B f3.5 Alpha	75.67	44.50
CIRIOFLUX C f3.5 Rapax	97.45	59.50
CIRIOFLUX E f3.5 Rapax	117.55	79.50
COMPANION f2.9 Trioplan	49.50	49.50
Kodak REFLEX f2.5	69.50	69.50
Kodak REFLEX II f3.5, case	161.00	99.50
ROLLEICORD f4.5 Triotar	49.50	49.50
ROLLEICORD f3.5	69.50	69.50
ROLLEICORD II f3.5 Zeiss	89.50	89.50
ROLLEICORD f3.5 Xenar	99.50	99.50
AUTO ROLLEIFLEX f3.5	179.50	179.50
Zeiss Tessar	169.50	219.00
AUTO ROLLEIFLEX II f3.5	248.00	248.00
AUTO ROLLEIFLEX f2.8	39.50	29.50
Vaigti BRILLIANT f4.5	59.50	59.50
Vaigti SUPERB f3.5 Skopar	59.50	59.50
Wetco PERFECTA f3.5	34.50	34.50
Zeiss IKOFLEX I f2.5 Zeiss	59.50	59.50
Zeiss IKOFLEX IIa Latest	188.00	109.50
f3.5 Tessar, with case	139.50	139.50
Zeiss IKOFLEX III f2.8 Tessar		

SINGLE LENS REFLEX

	New	Used
KINE EXAKTA II f2.8	179.50	179.50
KINE EXAKTA II f2.8 Biotar	198.50	198.50
KINE EXAKTA V f2.8 Biotar	345.00	345.00
KORRELE REFLEX f3.5	54.50	54.50
KORRELE REFLEX f2.8 Tessar	79.50	79.50
KORRELE REFLEX II chrome	89.50	89.50
f2.8 Schneider Xenar	69.50	69.50
2 1/2 x 3 GRAFLUX B RR f4.5	69.50	69.50
2 1/2 x 3 GRAFLUX D RR f4.5	69.50	69.50
2 1/2 x 3 SUPER D GRAFLUX RR	246.75	179.00
f4.5 Kodak Ektar		

BRAND NEW! CLEARANCE SPECIAL!

BOLEX H16 16mm Turret Movie Camera
PLUS 3 Brand New Lenses!
• 17mm cld. f2.7 Wollensak Wide
• 1" cld. f1.9 Astor
• 3" cld. f3.5 Astar Telephoto
• Automatic Frame Counter
• Audible footage counter
• Critical focus eyepiece

289⁵⁰ Ship. wt. 15 lbs.

35mm CAMERAS

	New	Used
ARGUS C2 f3.5, RF	19.95	19.95
ARGUS C3 f3.5, RF	29.50	29.50
ARGUS 21 f2.5 Markfinder	62.10	39.95
BALDINETTE f2.5 "Schneider		
Latest FULL-SYNCHRO M-X	49.95	39.95
BANTAM FLASH Kodak f4.5	56.00	37.50
BANTAM SPCL Kodak f2.8	99.50	99.50
BOLSEY C f2.2	109.50	79.50
CLARUS f2.8, RF, f4.5	49.50	49.50
DOLINA II f2.5, RF	49.50	49.50
EXTRA Kodak f1.9, RF	193.00	193.00
IKONTA 35 Zeiss f2.8	120.00	74.50
KARAT II f2.8 Xenar RF	39.50	39.50
KAROMAT II f2.2 Xenar RF	164.10	119.00
KODAK 35 f3.5, RF	54.50	54.50
MERCURY f3.5	12.50	12.50
MERCURY II f2.7	24.50	24.50
MINOX II f3.5 light weight	59.50	59.50
PONY 135 Kodak f4.5	35.75	24.50
RETINA II Kodak f2.8, RF	69.50	69.50
RETINA II Kodak f2.8, RF	84.50	84.50
RETINA III f2.8 Xenar RF	164.10	119.00
Rapid Wind	49.50	49.50
ROBOT I f2.5, quick sequence	94.50	94.50
ROBOT III f2	92.50	92.50
SIGNET 35 Kodak f3.5, RF	69.50	69.50
TENAX f2.8 Xenar RF	159.50	119.00
VITESSA f2.2	119.50	119.50
WELTINI f2.8 Tessar RF	69.50	69.50
WELTINI f2.8 Xenar RF	79.50	79.50

Average Shipping Weight 5 lbs.

16mm EQUIPMENT

MOVIE CAMERAS

	New	Used
B&H FILMO 70A f3.5 Cooke	49.95	49.95
B&H FILMO 70DA f3.5 Cooke	179.50	179.50
BOLEX H16 latest f1.9	282.25	179.50
CINE KODAK B f1.9	44.50	44.50
CINE KODAK K f1.9	79.50	79.50
CINE KODAK MAGAZINE f1.9	89.50	89.50
KEYSTONE K-140 f2.8	139.50	89.50
KEYSTONE A12 f2.8	151.00	99.50
REVERE MAG f2.5	157.50	98.50
REVERE MAG-TURRET f1.9	212.50	139.50
SIMPLEX Packette f1.9	49.50	49.50

Average Shipping Weight 4 lbs.

8mm EQUIPMENT

MOVIE CAMERAS

	New	Used
B&H SPORTSTER f1.9	119.95	84.50
B&H TRILENS turret f2.5	129.95	94.50
B&H AUTO-8 MAGAZINE f1.9	255.90	179.50
BOLEX L-8 f2.8	99.50	59.50
CINE KODAK 8-20 f3.5	24.50	24.50
CINE KODAK 8-25 f2.7	37.50	37.50
CINE KODAK 8 Mag f1.9	150.95	99.50
CINE KODAK BELLANT f2.7	82.30	82.30
CINE KODAK BROWNIE f2.7	43.30	29.95
DEJUR CITATION f2.5	77.50	49.50
DEJUR MAGAZINE f2.5	106.95	69.50
KEYSTONE K-8 f2.5	39.95	39.95
KEYSTONE K-16 f1.9	78.00	47.50
KEYSTONE Magazine f2.5	107.75	67.50
KEYSTONE OLYMPIC f2.5	78.00	49.50
KEYSTONE OLYMPIC f1.9	92.75	62.50
Revere 55 f2.8	69.50	39.50
Revere RANGER f1.9	99.50	64.50
Revere MAG f1.9 f2.8 132.50	87.50	87.50

Average Shipping Weight 12 lbs.

MOVIE PROJECTORS

	New	Used
B&H RECENT 500W case	19.95	124.50
BOLEX M-8 500W	167.25	119.50
DEJUR 750W	149.50	98.50
DEJUR 1000 750W	167.25	114.50
KEYSTONE K-108 750W	139.50	89.50
KEYSTONE K-48 750W	114.50	114.50
REVERE 85 500W	124.50	67.50

Average Shipping Weight 30 lbs.

SAVE \$19.10! BRAND NEW!

ARGUS C3

Complete 35mm Outfit



All For Only

74⁵⁰

List \$93.60!

Ship. wt. 7 lbs.

Complete Outfit Includes:

- ARGUS C3 Camera with f3.5 Coated Lens, Built-in Flash
- Aux. TELEPHOTO LENS
- CARRYING CASE
- FLASHHOOD & Bracket
- Lens-Shadow & Filter Holders

SAVE \$21.45! BRAND NEW!

BOLSEY B2

Complete 35mm Outfit

Outfit Includes:

- BOLSEY B2 Camera with f3.5 Coated Lens, Built-in Flash
- Aux. TELEPHOTO LENS

New Only

74⁵⁰

List \$93.45!

Ship. wt. 5 lbs.



SALE on Famous-Make

EXPOSURE METERS

All are Used, in Like New Condition, and Carry Full Peerless Warranty!

SAVE \$12.68 Latest Model!

WESTON MASTER

EXPOSURE METERS

Used Meter Values!

High & Low Light Scales • Small - Compact

14⁹⁵ ship. wt. 2 lbs. List \$27.43!

for DOUBLE-SAVINGS!

1. HIGHEST ALLOWANCES for Your USED EQUIPMENT!
2. LOWEST PRICES for Your NEW PURCHASE!

SAVE UP TO \$100.93! BRAND NEW! LATE MODELS!

BELL & HOWELL

16mm MAGAZINE LOADING MOVIE CAMERAS

AUTOLOAD AUTOMASTER

\$1.9 Ctd. Super Comet Lens

142⁵⁰

List \$214.95!



- 5-Speeds including Slow-Motion
- Ship. wt. 10 lbs.

\$1.9 Ctd. Super Comet Lens in Turret!

179⁵⁰

List \$274.95!



- Positive Optical Viewfinder
- Single-Frame Exposure
- Ship. wt. 11 lbs.

Bell & Howell AUTOMASTER BRAND NEW! 16mm 3-LENS OUTFIT!

The 3-LENSSES... Mounted in Turret!

- 11.8 Coated 9 & 18 Super Comet Lens
- 17mm Coated 12.7 Wide-Angle Rapier Lens
- 2" f4 Rapier Telephoto Lens
- 3-Matching Positive Viewfinder Lenses

249⁵⁰ List \$390.43!

Ship. wt. 15 lbs.

ALL GUARANTEED FOR LIFE by BELL & HOWELL!

SAVE \$35.00 USED! 8mm MOVIE CAMERA BARGAIN!

REVERE 88 with f2.5 coated lens

- Clear-Proof Optical Viewfinder
- 5-Shutter Speeds

List \$73.50! **37⁵⁰** Ship. wt. 7 lbs.

8mm REVERE P85D

Sound! Movie Projector Complete with CASE! List \$124.50 **74⁵⁰** Ship. wt. 10 lbs.

SAVE \$70.00! BRAND NEW! World-Famous!

Wilcox-Gay TAPE RECORDER and TURNTABLE COMBINATION!

- Full Control Panel
- Automatic Rewind
- Plays, Records 1 Full Hour

List \$149.50! **79⁵⁰** Ship. wt. 28 lbs.

ALL SOLD WITH FULL PEERLESS WARRANTY!

SAVE UP TO \$27.50! DEMONSTRATOR MODELS!

HEILAND Strobosonar HR-3 STROBE FLASH UNIT

- Over 10,000 Flashes
- Convertible to Batteries
- 1/5000 Sec. Flash Duration

List \$85.00! **57⁵⁰** Ship. wt. 7 lbs.

CELLUX SM-2 STROBE UNIT!

- 75 Watt-Seconds Output
- Guaranteed 10,000 Flashes
- Lightweight - portable

List \$109.50! **87⁵⁰** Ship. wt. 6 lbs.

SAVE \$20.90! USED! 2 1/4 x 2 1/4

CIROFLEX "D" TWIN-LENS REFLEX CAMERA

Coated f3.5 Lens

List \$87.90! **58⁰⁰** Ship. wt. 6 lbs.

- Single-knob Focusing
- Speeds to 1/200 Second - plus "T" and "B"
- Synchro-Shutter

SAVE \$20.75! USED! Famous

POLAROID PICTURE-IN-A-MINUTE CAMERA with Coated Lens

List \$89.75! **59⁵⁰** Ship. wt. 10 lbs.

- Built-in Flash Synchronization
- Focuses 3 1/2" to Infinity
- Picture Size - 3 1/4 x 4 1/4

LEICA · CONTAX · KINE CAMERAS and LENSES

LEICA A. f3.5 Elmar	518	518
LEICA STANDARD. f3.5 Elmar	37.95	37.95
LEICA D. f3.5 Elmar	52.95	52.95
LEICA II. f3.5 Elmar	77.95	77.95
LEICA IIIA. f3.5 Elmar	97.95	97.95
LEICA IIIA. f2.5 Summar	122.95	122.95
LEICA IIIC. f3.5 Elmar	127.95	127.95
LEICA IIIC. f2.5 Summar	259.00	140.95
LEICA IIIC. f1.5	350.00	192.95
LEICA IIIC. f1.5 coated Summar	434.00	289.10
LEICA IIIH. f3.5 coated Elmar	278.00	
LEICA IIIH. f2 coated Summar	284.20	
LEICA IIIH. f1.5	469.20	
LEICA IIIH. f3.5 coated Elmar	209.00	
NIKON. f2 coated	259.00	177.95
NIKON. f1.4 coated	349.00	227.95
CONTAX I. f2.8 Tessar	67.95	
CONTAX I. f2.5 Summar	97.95	
CONTAX II. f2.5 Summar	132.95	
CONTAX III. f2.5 Summar	167.95	
CONTAX III. f1.5 Summar	187.95	
CONTAX IIA. f2.5 Summar	444.00	225.95
CONTAX IIA. f1.5 Summar	488.00	287.95
CONTAX IIA. f2.5 Summar	490.00	337.95
CONTAX IIA. f1.5 Summar	534.00	335.95
CONTAX S. f2.8 Biotar	197.95	
2155 TEXAX. f3.5 coated	66.00	40.95
KINE EXAKTA I. f2.5 Tessar	87.95	
KINE EXAKTA I. f2.5 Tessar	117.95	
KINE EXAKTA II. f3.5 Tessar	112.95	
KINE EXAKTA II.	189.00	157.95
KINE EXAKTA V.	194.50	149.50
f2.5 coated Tessar		
KINE EXAKTA V.	219.50	179.50
f2 coated Biotar		
KINE EXAKTA V.	269.50	
f2.8 coated Tessar. Provat		
KINE EXAKTA V.	345.00	
f2 coated Biotar		
EKA. f2.9 coated Maxitar	89.75	62.95
EKA. f2.5 coated Tessar	119.75	80.95
Average Shipping Weight 5 lbs.		

LENSES FOR LEICA

90mm f4 Elmar. coupled	NIX	69.50
135mm f4.5 Mikrotar. coupled Tele		79.50
35mm f3.5 coated Summaron. Wide Angle		79.50
135mm f4.5 Elmar. coupled Tele		49.50
127mm coated f4.5 Lens. Velastigmat. Telephoto		49.00
85mm coated f1.5 Summaron. Telephoto		209.00
90mm f4 coated Telephoto	44.98	
135mm f3.8 coated Tele	51.39	

LENSES FOR CONTAX

85mm f2.5 Summar. Telephoto	292.00	97.50
28mm f8 Tessar. Wide Angle	62.50	
135mm f4. Summar. Telephoto	170.00	87.50
135mm f2.8 Biotar. Wide Angle	229.00	87.50

LENSES FOR KINE EXAKTA

75mm coated f1.5 Biotar. Tele	119.50	
135mm coated f4.5 Collimator. Wide Angle	29.50	
40mm coated f4.5 Tessar. Wide Angle	49.50	
90mm f4 coated Telephoto	37.79	
135mm f3.8 coated Telephoto	44.98	
40mm f3.5 coated Wide Angle	44.98	
Average Shipping Weight 3 lbs.		

SYMBOLS

EF-Coupler

Range-finder

f-Coated Lens

-Flash Shutter


SAVE at PEERLESS! Brand New ENLARGERS

Latest Model! Brand New **OMEGA B4**

35mm to 2 1/4 x 3 1/4 Double condenser System

• Rotating negative holder

99⁵⁰ post paid




SAVE \$10.00! BRAND NEW FEDERAL 269

with 3 1/4" f6.3 Lens

• 2 1/4 x 3 1/4 Negative Carrier

List Value \$39.75

29⁷⁵ ship. wt. 15 lbs.



GUARANTEED ENLARGERS

	Max	Used
OMEGA B4 - 4x5 3 1/4" f4.5 Lens	\$212.46	\$130.50
FEDERAL 312, 2 1/4 x 3 1/4" Lens	53.00	32.50
E. K. HOBBSYST, 2 1/4 x 3 1/4" Lens	44.00	29.50
G. E. Coldlight		
DEJUR, 4 x 5 Coldlight f4.5 ctd. Lens, click stops	172.50	119.75
SOLAR 120, 2 1/4 x 3 1/4 f4.5 Lens, condenser	93.05	49.50
ELWOOD SP25, 5 x 7 Built-in Roller		
Masks, bld.	118.00	87.50

Add. Approx. Shipping Chgs.

SAVE \$13.00! BRAND NEW! Gorman-Imported!

BOWER-X 620-ROLL FILM CAMERA

f4.5 Coated Schneider Lens

- Built-in Flash Synchronization
- Speeds to 1/200 Second
- Body Shutter Release

21⁵⁰ ship. wt. 4 lbs.

List \$34.50!



SAVE \$11.00! Brand New! A Peerless Exclusive! 35mm Buy!

RIVAL '35'

Coated f3.5 Lens

32⁵⁰ Postpaid

- Flash Synchro
- Speeds 1 to 1/300 Second
- Built-in Self-Timer



SAVE \$23.51! Brand New! 2 1/4 x 2 1/4 Twin-Lens, German

REFLEX Camera

old f3.5 Anastigmat Lens

PLUS FLASHGUN and CASE

List \$82.40! **35⁹⁵** ship. wt. 9 lbs.



TOPS IN ROLLEI VALUE!

ROLLEICORD III Synchro

Coated f8.5 Triotar. Roman Lens

- Automatic Film-Stop
- Speeds 1 to 1/500 Second
- Eyeliner Sports Finder
- Can be Converted for 35mm Film

ROLLEI COMPANY FREEMARK CASE

German Production, Introducing, Used, Present

123⁷⁵ ship. wt. 12 lbs.



PEERLESS CAMERA STORES

Dept. M-11 • 415 Lexington Avenue, New York 17, N. Y.

- ☐ I Want To Buy
- If not completely satisfied, I will return your shipment within ten days for MY MONEY BACK IN FULL, including postage.
- ☐ I Want To Trade! RUSH BEST OFFER FOR MY
- ☐ Please send me your FREE New PRICE GUIDE Listing & Illustrating Camera & Equipment Bargains from your stock of over 100,000 items!

NAME _____ (Please Print)

ADDRESS _____

CITY/TOWN _____ STATE _____

10-DAY TRIAL with FULL MONEY-BACK GUARANTEE! 1 FULL YEAR OF SERVICE!

All items offered subject to prior sale! Add estimated shipping costs. We'll refund every cent not used! If you prefer C.O.D. please send 10% Deposit! PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

PEERLESS CAMERA STORES

415 LEXINGTON AVENUE, NEW YORK 17, N. Y.

OPPOSITE GRAND CENTRAL TERMINAL MU 7-1000

the **NEW ALPA** combines ultra-precision with the most advanced features...

- Needle sharp, brilliant groundglass image—parallaxfree with all lenses
- PLUS**
- Single window, coupled rangefinder **AND**
- Multifocal 'sports type' viewfinder
- Crystal clear ALPA prism offers logical 45° viewing angle... re-inverts image
- Transport, cocking and speedsetting with ONE SINGLE KNOB—winds in half a turn
- Smoother release in FRONT of camera
- Neoprene fabric focal plane shutter withstands tropic heat, humidity, arctic cold
- All speeds from 1 to 1/1000th, time AND intermediate setting between marks
- Selftimer with up to 15 seconds delay
- Device for intentional double exposures
- Strobe AND flash synchronization
- Complete range of highspeed, highest resolving power lenses—3.8 up to 200cm
- Lenses have extreme extension for continuous focusing down to ultra close-up
- Everready case holds ALPA with 50, 75 or 90mm lens, shade, filters and meter
- Prescription lens adaptors for eyepieces
- Rugged construction, satin chrome finish... scuffproof, sweatproof covering
- No expensive extra 'finders', etc., for teleshots, copying, close-ups, photomicrography—NO PARALLAX—EVER!



ALPA 7
35mm

The new ALPA is the most versatile, most complete, most compact camera of its type. The entire ALPA camera—gears, mechanism, accessories—is precision built in Switzerland. Every ALPA lens is individually selected and tested at the ALPA plant.

	Alfinen F2.8	Schneider Xenon F1.9	Kern Switar F1.8 Apochromat
--	-----------------	-------------------------	-----------------------------------

ALPA 7—The utmost in 35mm perfection
\$369. \$459. \$479.

ALPA 5—The Straight Prism Reflex
(no rangefinder)
\$329. \$419. \$439.

ALPA 4—The Classic Reflex (no rangefinder)
\$259. \$349. \$369.

The **NEW ALPA** is years ahead—order now!
(orders filled according to date received)

Karl HEITZ, Inc.

SWISS PRECISION  PHOTO EQUIPMENT
150 WEST 54TH STREET, NEW YORK 19, N. Y.

Send for the new illustrated brochure M-11
describing all the ALPA features in detail.

COFFEE BREAK

(Continued from page 14)

tives or prints since it is supposed to relax the subject and improve circulation. Also a bit about dwarf fruit trees and a necklace of bells which might be placed around the darkroom worker's neck to warn prospective intruders that darkroom work is in progress. But those dwarf fruit trees...

CLICK, CLICK, SNIP SNIP • • •

What does a photographer do when he isn't taking commercial shots to earn a living? Michael Miller, staff photographer for *Consumer Reports*, attends Rabinovitch Photography Workshop, in New York, dreams a bit, and comes up with shots like this.



He reached for his shears.

When the assignment was to take pictures of Times Square, Miller took numerous pictures with his Rolleiflex and Deardorff Triampro. He realized he hadn't caught the spirit of the place in any one picture—so he reached for his shears and snipped pieces of various negatives. These bits were projected on one piece of paper to give this impression. All of this leads us to the snippy remark that picture taking is a mighty fine hobby, even for commercial photographers.

ON CREDIT LINES • • •

There is nothing so sweet to a photographer as a credit line under a picture he has taken—that is, in 99 out of 100 cases. But sometimes—well, last month in New York City for instance. A group of young ladies who claimed to be models were being questioned by the police as to the exact nature of their actual occupations. Each day the newspapers were crammed with stock shots of these "models" taken from their scrap books. Ordinarily these photos would have been passed off as light cheesecake but with screaming news headlines of "vice girls tell all," they had a somewhat different infer-

(Continued on page 22)


REALIST Accessories Make Stereo Easier

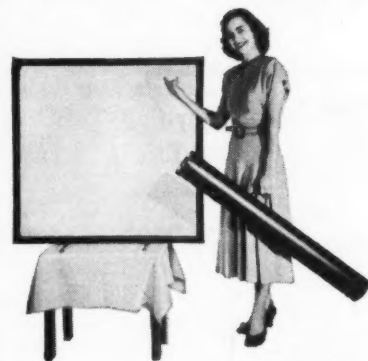


ST63

\$9.50

REALIST HANDI-VIEWER

 The finest viewer in its price range on the market today. Ideally suited as an extra personal viewer or for mass commercial use. The Handi-Viewer has the same fine, matched achromatic lenses, brilliant illuminating system, and life-size picture as the original ST61 REALIST Viewer. Entire viewing operation can be done with one hand. Sturdy, but so compact it fits into a man's suit coat pocket.



ST91A5

\$39.50

REALIST SILVRSCREEN

Specially-designed for proper stereo projection. Elastic screen stretches absolutely flat, attaches easily to lightweight frame with Quick-Snap buttons. Surface is powdered aluminum bonded firmly for maximum reflection. Built-in tilt control directs reflected light to audience. Frame packs neatly inside attractive, tubular carrying case. Also available: 54" x 59" floor model with adjustable stand.

STEREO *Realist*

THE CAMERA THAT SEES THE SAME AS YOU



Take it easy WITH STEREO-REALIST

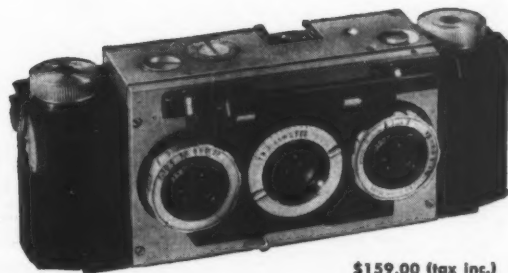
Every REALIST picture is an exact reproduction of the original scene

JUNIOR's curly locks are going to fall — and Dad's all set to record the event in full, natural color and true-to-life depth with his Stereo-REALIST camera. The proud parents will recall this event over and over through the years as they view the pictures in their REALIST viewer.

REALIST slides exactly duplicate what you see with your eyes. Children are so real you feel as if you could reach out and cuddle them . . . you can almost smell the fragrance of flowers . . . scenic views are glorious in all their natural splendor.

The REALIST camera is easy to operate, too. It's a *precision* product of American craftsmanship, designed to give maximum photographic enjoyment with minimum effort. People who never before operated a camera get outstanding pictures on their very first roll of film.

If you haven't discovered the excitement of REALIST pictures, your camera dealer will be glad to show some to you. See how you too can "take it easy" with Stereo-REALIST. DAVID WHITE COMPANY, 379 W. Court Street, Milwaukee 12, Wisconsin



\$159.00 (tax inc.)

CHECK THESE Realist FEATURES

- ✓ World's most complete system of stereo photography
- ✓ Microscopically matched, coated 35 mm f:3.5 lenses—perfect alignment assured
- ✓ Direct vision, centered viewfinder — completely eliminates parallax
- ✓ Synchronized for flash
- ✓ Hinged lens cover with hyperfocal table.
- ✓ Electronically time-tested shutters for perfect color photography
- ✓ Wide base, split image range finder for more accurate focusing
- ✓ Easy to operate — fewer picture failures.
- ✓ Economical—29 stereo pairs from 36 exposure roll, 16 from 20 exposure roll
- ✓ Full year warranty against mechanical failure

STEREO Realist

THE CAMERA THAT SEES THE SAME AS YOU

DAVID WHITE COMPANY Cameras, Viewers, Projectors, and Accessories are products of the David White Company, Milwaukee 12, Wisconsin.

Closeup Photography—Simplified, Inexpensive

CLOSEUP LENSES for Every Camera

Plus standard filterholders. Complete with simple-to-follow instructions.

PLUS 1 (20" to 38") for portraits, baby shots, head-and-shoulder shots, copying, child portraits.

PLUS 2 (13" to 20") for copying old photographs, for more or less extreme closeups.

PLUS 3 (10" to 13") for copying old photographs, for more or less extreme closeups.

21.5mm 75c Series V \$1.00 Series VI \$1.25 VII \$1.50

FREE WITH ORDER FOR ALL THREE LENSES: LEATHER FILTERPOUCH

Sh. Cost (incl. 1, 2, 3 lenses) 10c

5 PIECE EXTENSION TUBE SET \$7.95

German Made For KINE-EXAKTA, EXA

Indeed the biggest bargain ever offered in Kine Ext. Extension tubes consisting of three metal tubes and two adapters, this precision-made set will please the meticulous Exakta owner, yet costs less than half as much as domestic sets, less than a third as much as other imported sets.

Shipping Cost 20c

BELLOWSCOPE for Kine Exakta, Exa \$26.70

Makes possible widest range of ultra closeups, extreme telephoto work, copying, macro, medical and surgical photography. Finest leather bellows, double truck focusing for perfect alignment, light weight (7 oz.) for hand held use. Exposure factors for 50mm and 105mm lenses engraved on brackets. Any Kine Exakta lens can be used. Worth 66% more than our price!

Shipping Cost 75c

FINALLY! A JAPANESE-MADE 135mm f:3.8 TELEPHOTO for PRACTICA, CONTAX \$59.95

Unsurpassed in value, performance, appearance, this latest SUN telephoto lens, made in response to innumerable requests from photographers familiar with Sun's ability to combine the finest optics with a down-to-earth price. Lightweight (12 oz.), elegant satin-finish chrome mount with leather trimmed barrel, depth of field scale, diaphragm opening 1/22, seventeen engraved distance markings from 3' to infinity, front and rear metal protective caps—these features add extra value to a lens boasting the finest resolving power in the 135mm class.

FREE with Sun lens: Deluxe German leather case, a \$5.75 value!

For the DARKROOM 8-PC. RETOUCH KIT, \$1.98

Postpaid.

For Negative and Print Retouching

Two fine English spotting brushes, an X-acto etching knife with removable blades, spotting and retouching media, three pencils of finest Spanish graphite in varying degrees (H, HB, 2H), and a simple instruction sheet.

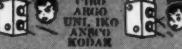
ALL-METAL 11x14 ENLARGING EASEL \$6.95

Easel has spring-stool masking bands, white anodized base, adjustable for all sizes, from 11"x14" to 11"x22". Plus enlarger cord into for switch and you are ready to dodge, vignette and fully control your enlarger. **Complete \$1.50.**

8 x 10 Enlarging Easel, same construction, with foot-switch \$5.49

FREE: Lett Tank Agitator WORTH \$1.95 with at least \$15.00 worth, or Enxapo Enlarger Exposure Meter, worth \$3.95, with at least \$18.00 worth of items from this darkroom listing.

Parallax-Correcting Close-Up Sets



REFLEX CAMERAS PLUS 1 SET \$3.95; PLUS 2 and 3 SETS, \$4.95 ea.

Set consists of matched closeup lenses for taking and viewing lenses, including parallax-correcting prism. Only Spiratone offers you these extremely useful, in fact indispensable sets, at a fraction of the usual cost—yet unconditionally guaranteed. A SIMILAR IMPORTED SET FOR THE ROLLEI-LEIFLEX COSTS \$28.00!

Lenses at standard filterholders—specify if you have Ser. V or VI. Parallax-correcting lens requires Series V holder for viewing lens, available from \$1.95 for Kodak Reflex, Graflex, Ikonika, \$1.00 for Rollei bayonet. \$3.50 for Rollei bayonet. \$2.50 for Graflex, Uniflex (set screw) \$1.40. **Shipping Cost, ea. set 10c**

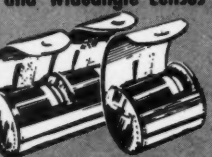
PROXIFOCUSER FOR ARGUS C2.3 \$4.95

We doubt that any accessory was ever as badly needed as the new Proxifocuser which is designed to make closeup photography with the Argus simpler than snaphotting a landscape. It fits instantly over view and rangefinder windows, coupling these to a regular, separate closeup lens (see below) for combined, automatic distance setting and parallax correction. Proxifocuser is available in Plus 1, 2, and 3, \$4.95 each—all three, including convenient leather carry-all case, \$14.95.

If you own filterholder, choose matching closeup lens(es) above. If you do not own filterholder, we recommend Series V screw-in adapter, \$1.10. Series V closeup lenses, \$1.00 ea. Sh. Cost 15c.

For Color, For Black and White

Spiratone TELEPHOTO and Wideangle Lenses



\$29.95 \$16.95

Set of Telephoto and Wideangle lenses in double leather case, for any of the cameras listed.

Brand New Features Not Available Before

Telephoto Finder, Mark, supplied free of charge with every lens, for every non-reflex 35MM camera.

All lenses furnished with either built-in or separate filterholders (leaving you \$1.25 or more per lens!)

Interchangeability of adapters, so that one lens may often be used on several different cameras.

Scientifically designed means of attachment of auxiliary lens to camera—every adapter expressly fitted for your camera.

If you wish to purchase a lens or set of lenses to be used on two or more cameras, write us what your problem is, and we will try to furnish you with that model which can be adapted for use with your particular cameras. Each lens is furnished for use with one camera only—additional adapters are \$1.25 each.

PROVEN FEATURES STILL AVAILABLE DESPITE NEW LOW PRICES:

- Extra-hard S-coating
- Full ultra-correction
- Free genuine leather case
- Lifetime Service Guarantee
- No change in exposure or lens opening necessary

Wideangle Finder Attachment for non-reflex 35MM and 628 cameras. \$1.95

When ordering, be sure to state what camera and lens you have.

Shipping cost, for 1 lens 25c, for set of lenses 50c

FILTERS: Your choice of medium yellow, green, orange, red, haze, photohaze, type A, UV-16, UV-17 and skylight for use with Spiratone lenses.

Each filter \$1.00

12 PAGE BOOKLET TELLS ALL ABOUT FREE AUXILIARY LENSES, WRITE FOR IT!

*TAX REDUCTION SPECIAL

FREE: Your selection of any two of the filters marked * with every Spiratone aux. lens

For the Discriminating Owner of a Spiratone offers a selection of the finest Japanese lenses and finders, at down-to-earth prices, yet worthy of the precision of this fine camera!

90mm f:4 Telephoto Lens \$49.95

including deluxe leather case

135mm f:3.8 Telephoto Lens \$59.95

including deluxe leather case

These Japanese lenses are precision range-finder-coupled, have chrome-polished brass barrels with depth-of-field scales engraved and focus from 3 1/2' and 5' to infinity. Qualitatively, these lenses are acclaimed by users to be equal to the finest, and are unhesitatingly recommended by us to the critical photographer.

IMAGE ERECTING TELEPHOTO FINDER \$22.95

Settings and parallax correction for all lenses from 35mm to 135mm. Beautiful satin-chrome finish; accessory clip on top of finder makes possible use of additional equipment. Leather case \$1.49 additional. **Sh. Cost 50c**

Chrome Finish—its accessory clip—parallax correction—heat leather case. \$15c

Available for 75mm, 90mm, 135mm focal length. Should sell for twice as much. **Shipping Cost 15c**

WIDEANGLE FINDER FOR 35mm LENS...\$7.95

HAVE PROVEN A MUST FOR 35mm

For those cameras: Argus A2, A2F, C2, C3, C4, 21.5mm, Bolex 8, 52, C, Contaflex 35, Ikonika 35, Kine Exakta F2.8, F35 Kodak 35 (RF), Mercury II, Perfox, Polaroid Land, Porey 228, 135, Praktiflex 12.9, 2.5; Retina II, Signal, Vito and most other 35 MM cameras.

Now, uniformly low prices save you between \$5.25 and \$19.70 per lens!

Sensational Buys in Famous Make TRIPODS with ELEVATING ACTION

MODEL A has geared center post, sturdy three section aluminum tubular legs with rubbertips, extends to 72" (close to 27"), weighs only 5 1/2 lbs. Multi-control Pan & Tilt-top with extra large camera platform. Was a real bargain at reg. \$32.50, is the best buy ever offered in this type tripod at... **\$19.95**

MODEL B similar to model A, but with friction drive. Single action panning and tilting lock; three sections extend to 72". In its class, a top value at **\$14.95**

MODEL C a two section tripod extending to 66", with friction drive, single action panning and tilt. **\$12.95** ing lock. Well worth our moderate price of...

All three models will satisfactorily support 35mm, 2 1/2"x3 1/4" and even 4x5" cameras. While friction drives are quite satisfactory, many photographers prefer the foolproofness of a geared drive. Whichever model you choose, you'll not only have chosen a tripod with the most valuable feature any tripod can have, but are assured of a great value. **Ship Wt. Approx. 7 lbs.**

TRIPOD of the MONTH with Spiratone \$6.95

Panhead Six-section brass, beautiful chrome finish. Extends to 54" telescopes to 15 1/2". Ideal for 35mm, 2 1/2"x3 1/4" reflex, amateur folding cameras. Single motion panning and tilting action, locked by simple pin turn of handle. You'll agree this outfit should be a must for double! **Sh. Wt. 4 lbs.**

OTHER SEC. TRIPODS 2-sec. Brass, extends to 39 1/2". 45" w. Spiratone Panhead \$5.00. Brass extends to 49 1/2". w. Miniature Tilttop \$4.00. **Sh. Wt. 2 lbs., 4 lbs.**

POCKET TRIPOD with Tilt-top \$7.99

Sh. Wt. 2 lbs. Folds down to 9" and right into your pocket! Miss that shot because you left the heavy tripod home? No, you don't—not with the pocket tripod! 7 sections extend to 4 ft. sturdily support 35mm and light 2 1/2"x3 1/4" cameras. Miniature tilt-top permits 90 degree tilt. Rubber tips, leg extenders. Weight: 13 oz. **Deluxe Leather Case \$1.50**

40" CABLE RELEASE \$1.25

Here is your opportunity to obtain an extra long cable release for your camera—at almost one third of the usual price and for singles more than a short release. State what camera you have when ordering. Any length, Leica model 25c extra. Other Cable Releases, for Compur and Kodak-type shutters: 4" 25c 7" 35c 10" 45c

Shipping Cost 10c

Cable Releases, with automatic (time exposures on B); for Compur, Kodak, Wollensak, shutters: 10" 75c, 40" \$1.50, 60" \$2.50.

135mm f:3.5 TELECOLINAR for KINE EXAKTA \$79.95

with pre-selector diaphragm Japanese lens company created this "first" in telephoto lenses for the Kine Exakta (any model)—a fast, coated, color-corrected light weight lens with semi-automatic diaphragm control: the first telephoto lens with this most valuable feature for rapid, foolproof focusing at maximum aperture, shooting at the pre-selected opening by just a flip of the diaphragm selector ring. In comparison tests, the Tele-Colinar has proven equal to, or better than, any other 135mm lens for the Kine Exakta, regardless of cost. It is a "true" telephoto, only 3 1/2" long, weighs but 12 oz., has helical focusing, engraved depth of field scale, comes equipped with front and rear metal caps, in a neat wooden box—a prize package of unsurpassed value, quality, and performance.

Shipping Cost, per combination, \$1.00

Deluxe Leather Cases, for Tele-Colinar \$5.75; for Bellowscope \$9.95; for 40mm Wideangle \$9.95; for Pentaprism Finder, you save \$20.00

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

\$109.95

\$149.50

SPIRATONE BACKS AND RECOMMENDS THESE NATIONALLY KNOWN QUALITY LEATHER GADGET BAGS

Made by one of the foremost manufacturers in the field, and exclusively offered by us, through a special purchase, below or close to the usual wholesale prices. These bags are all brand new first class merchandise not to be confused with "seconds" or "closeouts" of inferior leather bags. Ship Wt. of Gadget Bags are 2 lbs., 2 lbs., 3 lbs., 3 lbs., 4 lbs.

SP1. Really the solution for the photographer with few accessories, yet just too many to carry around separately. The SP1's rectangular shape and lack of inside divisions give it ample storage space for a bag only 10"x7"x4". A reinforced bottom, a large foldover flap and two small side flaps assure maximum protection for the contents. The SP1 also makes a sporty "over-the-shoulder-bag" for the young lady. Spiratone priced at only.....

\$2.95

SP2. The SP2 is liked for its all-around versatility. Made of top-grain elk-tanned cowhide, the SP2 will be yours for years of rough handling. One large, two small inside pockets, one convenient, yet not bulky, outside opening zipper pocket, rigid shape-retaining bottom, reinforced with brass studs, 3"x10"x3"—recommended for the camera fan who likes his filters, exposure meter, extra films accessible, yet prefers extreme compactness. Available nationally at \$10.00—a Spiratone buy at.....

\$5.59

SP3. Basically of the same overall construction as the SP2, the SP3 boasts in addition a roomy outside pocket that will hold plenty of the extras that make picture-taking real fun. Reflex Camera owners with lots of accessories will appreciate the added convenience of the SP3. Buds and Buds, et-priced at half of list.....

\$6.95

SP4. A jumbo-sized genuine well-made cowhide bag of beautiful appearance. Ample in size—9"x11"x4"—for small press cameras and plenty of accessories. Zipper around top for easy accessibility at contents. Roomy inside pockets and an extra large outside pocket.....

\$10.95

SP5. The latest addition to our line and one of the finest. A topgrain pigskin dream bag for the advanced amateur or professional, large enough for press cameras (7"x11"x5"), or for taking "both cameras" along. "Wraparound" zipper, flashlight holder, shoulder pad. If you couldn't afford that \$30.00 bag, you won't pass up the SP5 at only.....

\$13.95

POLARIZING FILTER Series V \$2.49

21.5mm, 25mm \$2.00—Ser. VI \$2.96—Ser. VII \$3.98
The only sky-filter that can be used with color! Helps eliminate reflections in water, show-windows, landscapes, increases contrast between sky and clouds. Recommended for use with Kodachrome, Anscochrome and all black and white films. Fits standard filterholders.
Formerly, "no had to pay \$6.75 for a Series VI \$3.75 for a Series V polarizing filter—Spiratone brings your cost down to less than half!"

Polarizing filters are delivered in leather-like snap-button compartment cases (except as below) at no additional cost.

GIGANTIC SALE IN OPTICAL GLASS FILTERS AND CLOUSEP LENSES

Series V, VI, VII mounted in rings. All filters ground and polished. Your choice of medium yellow, orange, green, red, haz, and violet. True A or Photoflood conversion, UVIS, UVIS, UVIS, 81D, PLUS 1 (20" to 30"), PLUS 2 (13" to 20"), PLUS 3 (10" to 13"). Ship Cost for one to six filters 10c.

Ser. V ea. \$1.00
Ser. VI ea. \$1.25
Ser. VII ea. \$2.00
Ser. V ea. \$1.29
Ser. VI ea. \$1.49

SPIRATONE PROUDLY INTRODUCES ITS NEW
PIGSKIN FILTER BANK Series V \$3.00
Series VI \$3.50

The answer to the photographer's dream! Genuine leather, no scratch or break. Doesn't fill up pocket bag but sits right on carrying strap. Accommodates shade and eight filters all instantly accessible. Priced to compete with filter containers made of much shorter-wear materials. Shipping Cost 25c

FREE Introductory Offer: Your choice of one of the filters listed below (exc. polarizing) FREE with purchase of Filterbank OR Filterbank absolutely free with purchase of \$10.00 worth or more of filters listed (incl. polarizing).

Save 10.95 on Professional
HEADMASTER TILTPO

Only the advanced amateur and discriminating professional who has really "shopped" for a massive tilttop that will hold any camera will appreciate this unusual buy! 180° tilttop with positive lock in any position, 360° degree rotation. Leather-covered cast platform. Solid brass throughout. Regularly (easily worth it!) \$16.50. Slightly shop-worn

\$5.95

Sb. Wt. 4 lbs.

All prices include excise tax. Postage and insurance MUST be prepaid, even when shipping weight is stated—overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s.

Items marked FREE must be requested at time of purchase!

FOR THE 8MM MOVIE FAN

Reg. \$4.95, Save 33 1/3%
For All 8mm and 18mm
MANSFIELD Cameras!

CINE TITLER
100' Carmel
Hollywood
8MM Movie
\$4.64

Titles add action, provide continuity for your movies! Yet, making titles is so simple with the Cine-Titler! Sturdy metal construction. Auxiliary holder exact focus. Photograph picture postcards, titles of your own design; you can even shoot animated titles—an instruction booklet accompanies every titler. Ship. Wt. 4 lbs.

8MM PROJECTION EDITING VIEWER

\$6.95 You'll more than enjoy editing your movies when you use this neat, all-metal, electric editing viewer.

It projects a clear image on the groundglass, makes possible viewing from a comfortable distance.

Metall 8mm Reels & Cans
200 ft. sets—4 for \$2.98
400 ft. sets—5 for \$2.98
300 ft. sets—5 for \$2.98

ACTION EDITING OUTFIT

\$29.95

If you'd spend 100% more, you wouldn't get a better buy than this 3 pc. outfit. 100% action editing viewer, automatic drysplicer with built-in scraper, pair of precision machined geared reels with finger-cut, reinforced drag brakes and 2000 ft. capacity, plus a sturdy metal base—this 3 pc. outfit costs actually less than the lowest-priced action viewer would cost alone!

Shipping Weight 9 lbs.

This outfit is made by a well-known manufacturer of editing equipment; yet, initial production is likely too small for the great demand we anticipate to please be patient, if our deliveries are a little slow.

Unbelievable Savings on Coated, Color-corrected
8MM TELEPHOTO—WIDEANGLE 'PACKAGES'

PACKAGE A 1 1/2" f1.8 3x focusing telephoto (elich. stone, depth of field scale), plus 1" f2.8 2x telephoto, plus 6mm f2.8 extreme wideangle. **\$59.95**

PACKAGE B 1 1/2" f3.2 3x focusing telephoto, plus 1 1/2" f2.8 2x telephoto, plus 6mm f2.8 extreme wideangle. **\$49.95**

PACKAGE C 1 1/2" f3.2 3x telephoto, plus 7mm f2.8 4x wideangle. **\$35.95**

PACKAGE D 1 1/2" f3.2 3x telephoto plus 7mm f2.8 4x wideangle. **\$29.95**

PACKAGE E 1 1/2" f3.5 2x telephoto plus 7mm f2.8 4x wideangle. **\$24.95**

SUPER ECONOMY PACKAGE A 1 1/2" f3.2 3x telephoto plus 2x auxiliary wideangle. **\$15.95**

SUPER ECONOMY PACKAGE B 1 1/2" f3.5 2x telephoto plus 2x auxiliary wideangle. **\$12.95**

SUPER ECONOMY PACKAGE C 1 1/2" f3.5 2x focusing auxiliary telephoto plus 2x auxiliary wideangle. **\$9.95**

When ordering auxiliary lenses, state speed, make, model of your normal lens. Standard 'D' mount fits virtually all Revere, Keystone, Dejar, Franklin, Perlex and Kodak Reilux cameras. Adapters for use on B&H Sportster, Companion, Trilux; Cinemaster; Bolex L-8 \$1.95 additional.

New and best value yet!

200 WATT MANSFIELD 2x SLIDE PROJECTOR

Beautiful streamlined design, scientific illuminating system creates brilliancy with 200 watt bulb equal to that of projectors using 300 watts and more. Superior f3.5 Protak Projection lens projects sharp, clear picture. Raising and lowering device, on-off switch, all-metal bed, dual slide carrier, U.L. approved. FREE with Mansfield Projector: BLOWER BASE worth \$7.65, makes possible use of greater wattage if desired, provides perfect cooling, making prolonged projection more comfortable. Shipping Weight 7 lbs.

\$17.95

Clearance Sale—Save 50% ACME LITEPAK \$3.95

including Dabrite Exposure Meter w. case

Litepak contains 2 clamping, clampon reflector, carrying case with compartments, lighting plans—a handy, compact, easy-to-use, complete outfit! Two reflectorhoods, one photoflood bulb (you'll need nothing else but camera and film!)—\$2.25 extra. Ship Wt. 6 lbs.

THREE REFLECTOR OUTFIT \$5.49

Two aluminum 10" reflectors for 21 or 22 bulbs, one bullet reflector for spot effects, all three complete with swivel joint, switch, socket, clamp and cord—\$4.49 at a fraction of their usual cost. Free on request with \$5.49 or \$6.49 outfit: Shutter Speed Tester.

Only Spiratone offers you this \$11.00

PHOTOFLOOD STAND FOR \$6.49

with TWO REFLECTORS ONLY

The Ideal Indoor Lighting Set-up
3-section metal stand extends to 5'4". Sturdy, braced legs with rubber tips. Stand telescopes compactly to only 2 feet. Positive locking at any desired height. 22" crossbar. Extra Clamp-on bullet with bulb (for semi-spot) 1.79. Photoflood Stand with Crossbar only \$4.49

SPIRATONE TWOLITE ACME FOURLITE

\$2.95 \$5.95

Yes, it costs half of what you'd expect to pay for a neatly finished all-metal light-bar with easy-to-grip handle, camera-platform, U.L. approved sockets, switch and cord. Use hand-held or tripod, with movie and still cameras. Use regular reflector hood—\$2.30 the set. Ship. Wt. 5 lbs.

Comparable to 6c Slidebinders

2x Glass Slidebinders 2 1/2c

in lots of 200 Each

The biggest bargain in quality slidebinders ever offered and one of the finest methods of mounting transparencies (35mm Argus, Leica) under glass! Programmed Fiberglass, 800' for self-centering of slide, provision for type-on titles, dustproof, lint-free, shockproof—all these advantages are yours for less than the usual cost of glass alone! Why risk fingerprints and scratches on your irreplaceable color shots? 200 for \$5.00. Ship. Wt. 5 lbs. Sample package of 20 3x2 glass binders, postpaid 75c.

200 Singleframes (Mercury) Masks 1.75 Masks fit
200 Square (Robot, Tenax) Masks 1.75 metal binders

Save up to 40% on

2x2 METAL SLIDE BINDERS 6c EACH

The ultimate in simplicity! Aluminum glass binders, may be used over and over again. Insert plain transparency between glass, insert in metal non-war frame.

18 for \$1.26 54 for \$3.51 126 for \$7.56
Shipping Weights 1 lb., 2 lbs., 5 lbs.

Lowest Prices Ever! Portable, Crystal-Beaded

30x40 TRIPOD SCREEN \$6.89

With steel prices gone up, it wasn't easy to convince our supplier to help us keep the off-season rates when everyone knows that we could easily sell all the screens we can get during the winter months even at regular low prices. So, encouraged by record-breaking summer sales volume, we stockpiled and placed vast orders before the season—to guarantee you the biggest screen bargains ever offered at any time! Same quality as before: Crystal-beaded pyroxylin surface; screen raises and lowers on elevating rod, assuring positive alignment. Metal can has beautiful scratch-resistant finish. Carrying handles sets automatically for balanced carrying. Sturdy tripod is plated and has protective rubber tips. Thousands of these screens are in use, not only by amateurs, but by clubs, churches, colleges as well.

Screen Size Appr. Shpg. Wt.
30"x40" 6.89 10 lbs.
30"x40" 8.19 11 lbs.
37"x50" 9.64 14 lbs.
50"x50" 11.89 15 lbs.
52"x70" 24.95*

* These screens are shipped by us Express (freight costs collect) within U.S. — other screens can be shipped P.P. or Express.

The estimate in shipping weight is stated—overpayment will be credited in full.

SPIRATONE

INC. 49 WEST 27th St., NEW YORK 1, N. Y.
20-34 STEINWAY ST., LONG ISLAND CITY 3, N. Y.

STROBE

SLANTS

by Nat Sperry

THAT old saying that "you get what you pay for" has been buzzing round in my head these past few months, and I think I have finally been able to pin-down the reason why.

In writing these columns for you, I've been trying to sum up in one short sentence what you, the buyer should look for, before you shell-out with the dough. I think that this short phrase just about does it.

When buying your strobe unit, first weigh the value received, against the cost of the unit. Will the product deliver all that's claimed for it? Will it perform its function properly, without needing constant repairs? Will it last as long as you think it will? Or, will it function at it's peak efficiency for the first few months of use and then begin to resemble the kind of unit you paid for. There are no "short cuts" in manufacturing a strobe unit. When cheaper, inferior components are used in order to reduce the selling price, the result is a cheap, inefficient unit that isn't worth the price paid.

In addition to the G. E. oil-filled condensers (which I spoke about last month) found in all EPCO units, there are RCA rectifier tubes, Oak vibrators and specially designed transformers. Epcos has had years of experience in the manufacture of transformers; they were able to put this experience to good use developing a transformer for their strobe unit that is second-to-none in quality and efficiency. Because nothing but top-grade components are used in all EPCO units, and because they are all pre-tested before reaching the assembly line you can easily see why EPCO can and does give a five (5) year factory guarantee with each of its units.

Very often we receive visits from Photographers who have been using EPCO units, and their glowing praise makes us feel just a wee bit proud. The cameramen on the Cunard Lines have been using EPCO units exclusively for several years now, and like it because of its ruggedness and dependability.

Another chap used an EPCO to shoot a graduation exercise of some two-hundred students receiving their diplomas. Because his unit enabled him to fire every 3-4 seconds he completed his assignment without the loss of a single picture.

Still another guy reports that he has been getting excellent Stereo pictures of weddings and other affairs because he finds his EPCO unit delivers sufficient light consistently for good color pictures. To sum it all up, when you go out to buy a Strobe Unit, look for quality, not price, because you will find as so many others have, that a quality unit is the least expensive in the long run.

If you're interested in getting some more dope on the finest speedlight around, drop me a post card and I'll be glad to oblige.

Sincerely,

Nat Sperry

EPCO PRODUCTS INC.
2500 Atlantic Ave. Brooklyn 7, N. Y.

COFFEE BREAK

(Continued from page 18)

ence. And under each photo, as per the photographers' never-ceasing demand for recognition, were credit lines of a number of photographers who would have been happy to forego the honor just this once.

THE THORNY SIDE . . .

A news photographer's life is no bed of roses according to Stanley Tretick, UP photographer assigned to the recent GOP convention in Chicago. His job was to get pictures of activity on the convention floor. As part of this assignment he aimed his camera at a delegate who had fainted. Suddenly, according to Tretick, he was seized by a sergeant-at-arms, hit several times by Chicago policemen, and ejected from the hall.



UNITED PRESS PHOTO

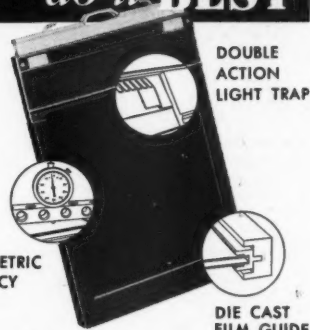
Pictures with punch.

On the spot to catch this shot was UP photographer Bertram Brandt—also doing his job. We don't know exactly who is holding Tretick, but Tretick, according to a UP dispatch in the *New York Post*, is suing the Republican National Committee for \$250,000.

COMING NEXT MONTH . . .

- For the past six months, MODERN has been secretly testing an amazing new fine-grain developer which is soon to be placed on the market. John Wolbarst writes the exclusive story.
- Beaumont Newhall begins the first authentic life study of a great photographic pioneer—William Henry Fox Talbot.
- Bill Brandt is one of the greatest living photojournalists. You'll see his pictures, learn how he works.
- Tired of the same old winter snow scenes in color? If you're looking for something different, we'll tell you where to find it.
- Report on a new sub-miniature camera no larger than a pack of cigarettes. Yet you can enlarge to 11 x 14.

LISCO Holders do it BEST



Lisco cut film holders are designed for ONE purpose only—to hold sheets of film so that the best pictures result.

Surpassing drop tests, accuracy checks, temperature, humidity, and rigidity controls, ALL the tests to which other holders are seldom if ever submitted, are an accepted part of the rigid specifications to which Lisco holders are made. The plain fact is—Lisco holders are specifically designed to meet best the only crucial test—the quality of the finished print.

2 1/4 x 3 1/4 — \$3.85
3 1/4 x 4 1/4 — \$3.99

4 x 5 — \$4.12
5 x 7 — \$4.71

Fully Guaranteed for your complete protection.



Sold at leading camera stores everywhere.

Write for FREE literature.

LISCO PRODUCTS CO.

631 West Elk Avenue, Glendale, California

MAKES DUST AND LINT VANISH LIKE MAGIC!

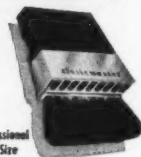


Amateur
1" Size
\$4.95

Amateur 1" Size \$4.95
Professional 3" Size \$12.50

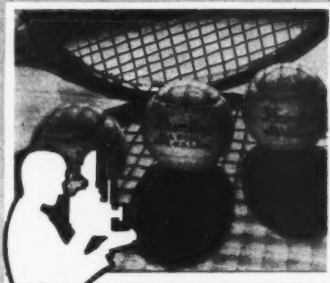
Static-Masters remove static, dust and lint with one simultaneous brushing action. By this neutralizing action, dust is eliminated on negatives, film holders, enlargers, printers, slides and slide mounts. Print spotting and negative opaquing reduced to a minimum.

Buy Static-Masters at your local photographic store or sent postpaid if cash with order.



Professional
3" Size
\$12.50

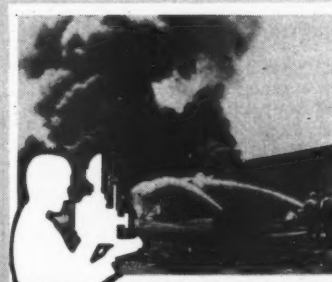
NUCLEAR PRODUCTS CO. 10177 E. RUSH ST. EL MONTE, CALIF.



ADVERTISING — Here's a fertile field for the trained photographer who knows how to "sell" with pictures. The opportunities are numerous and profitable.



PORTRAITURE — Every man, woman, and child can be your prospective customer. NYI trains you to make your portraits distinctive, a steady source of income.



NEWS — How to cover the news beats as a free lance or staff photographer and take pictures that editors go for is a valuable part of the Home Study Course at NYI.



PUBLICITY — Think of the scores of exciting opportunities for you to supply publicity-conscious personalities and groups with "eye-catcher" photos used to draw attention to their releases.

NYI

HOME
STUDY
TRAINING

PUTS
YOU
IN THESE
PICTURES!

NYI Trains You to Succeed 90 Ways in Photography . . . in a Career or for Spare-time Income.

Why go on wishing for the lasting success and happiness that can be yours in photography? In less time than you think, NYI's world-famous **LEARN-BY-DOING** methods can give you the expert know-how you must have to make your picture-taking pay off in every major branch of this exciting and profitable profession. Save years of delay and fruitless effort by enrolling **NOW** in our Home Study Course.

You get **INDIVIDUAL** attention and are shown how the course can be made to pay for itself while you learn through spare-time earning with your camera. NYI's big **FREE** book gives you the thrilling picture of photography's tremendous, ever-increasing opportunities.

See how you can put yourself into this picture. Send for the book **TODAY!**



AMERICA'S
NUMBER ONE
PHOTOGRAPHY
SCHOOL

Leadership since 1910

Approved for Veterans.

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.



FASHION — NYI teaches you all the tricks of posing, "sets", lighting, handling models, etc., for your success in this glamorous and lucrative branch of photography.

RESIDENT TRAINING

Visit, write or call our Resident School if you prefer on-the-spot training. Top-flight experts, 14 studios, 18 streamlined laboratories, glamorous models, and the latest and finest equipment are at your command. Complete or special Short-Term Courses. Day and evening. Deferred payment plan.

**NOW
IT'S
YOUR
MOVE**

Send for
**FREE
Big Book**

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 W. 33 St., New York 1, N. Y.

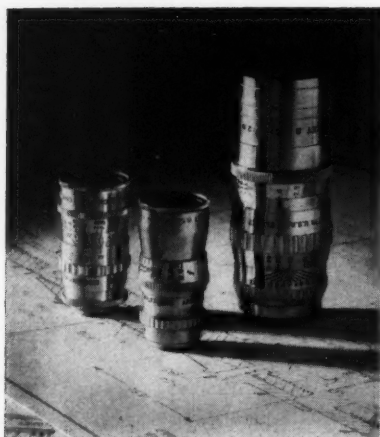
Please send me complete information regarding
☐ Home Study Course. ☐ Resident Training.

Name

Address

City Zone State

☐ Check if Korea Veteran



Announcing ... 3 NEW Elgeet Lenses for more exciting movies

MODERN FUNCTIONAL DESIGN ...

Built to combine practical use with handsome appearance, these new Elgeet lenses have heavy knurls and engraved, easy-to-read figures for convenience in setting. You'll be proud to have one on your camera—pleased with its easy, smooth operation.

ADVANCED OPTICAL ENGINEERING ...

As with all Elgeet lenses, these new models use rare element glasses that permit advanced optical design—assure crisp, sharp definition. All are hard-coated and fully color-corrected. Precision craftsmanship, painstaking engineering and rigorous testing mean a lifetime of better movies.

For further information, see your Elgeet dealer. He'll be glad to show you the Elgeet lenses best suited to your camera and needs.

- Left: New Elgeet 38mm f2.5 telephoto lens for 8MM cameras providing 3X magnification. Price only \$46.95.
- Center: New Elgeet 6.5mm f2.5 wide angle lens for 8MM cameras. Wide and fast, it's priced at only \$41.50.
- Right: New Elgeet 75mm (3") telephoto lens for 16MM cameras providing 3X magnification. Price only \$63.45.

Elgeet OPTICAL COMPANY, Inc.
834 SMITH ST., ROCHESTER 11, N. Y.

MAKERS OF
The World's Finest Lenses

behind the scenes

news of the photo industry

E. Leitz vs. Ernst Leitz

Perhaps you have noticed that no E. Leitz, Inc. New York ad for Leicas appears in MODERN this month. As a matter of fact, E. Leitz, Inc. New York, has cancelled all advertising and has suspended publication of *Leica Photography* magazine. The concern has also revoked the authorization allowing buyers of Leicas abroad to bring them home. So, customs officials will not permit anyone to enter the U. S. with a trademarked Leica after Sept. 30.

Why? Because Ernst Leitz, Wetzlar, the German manufacturer of the Leica, has refused to continue selling to E. Leitz, Inc. New York. But let's go back to World War II. At that time, the German owned New York distributor was seized by the Office of Alien Property which then operated the concern for the U. S. In effect, there were two separate companies: Ernst Leitz, Wetzlar, Germany, manufacturers of the Leica, and E. Leitz, Inc., New York.

At the end of the war, Ernst Leitz, Wetzlar again began to sell Leicas in the United States through its former distributor, still U. S. Government run. But in August of this year the Justice Department called for bids on the New York concern. Its former German owner, Ernst Leitz, Wetzlar, was not permitted to bid. The New York distributor was finally sold to Dunhill International, Inc. Ernst Leitz, Wetzlar immediately announced it would not supply the Dunhill-owned concern.

In an exclusive statement to MODERN's Editor-in-Chief Augustus Wolfman, the German company indicated that plans were already afoot to start another agency to handle Leitz, Wetzlar, products.

"It will start its commercial activities in the near future and be managed by men who have been connected with us for many years and who will be able to give our customers ... the very best service," declared Ernst Leitz, Wetzlar.

Exactly how this new agency would operate or what trade names would be used to describe its products is not clear. Will the famed Leica name be changed by the factory? Will Dunhill manufacture cameras under the names Leica and Leitz? What role will the Canadian Ernst Leitz factory play? Meanwhile customs officials advise all overseas travelers to remove the trade-names "Leica" and "Leitz" from their overseas purchased Leicas if they hope to bring them home.—THE END.

GRA LAB ALL PURPOSE DARKROOM TIMER

MODEL No. 168



Accurate in Seconds and Minutes

Now you can have all these great features in *one* timer.

- Giant 8" Luminous dial
- Range from 1 second to 60 minutes, in seconds

SECONDS for automatic enlarger switching control

MINUTES for film processing

- Automatic Buzzer Alarm
- Electric Clock Motor for accuracy
- Ideal for color film

See It At Your Photo Dealers' Today!

DIMCO-GRAY COMPANY
DAYTON, OHIO

NIKKOR



**world's finest
35mm lens!**

After thorough laboratory and field tests by leading news picture magazines, NIKKOR lenses have become practically standard equipment for their photographers. Why not modernize YOUR camera with an up-to-date NIKKOR lens and get the real "show quality" prints you've always wanted? Mounts to fit Nikon, Leica, Contax and Canon cameras. Write for free folder describing NIKKOR lenses and famous new NIKON Camera.

NIKON Camera Company, Inc.
25 California Street • San Francisco, California

Abe Cohen's Exchange FALL CLEARANCE SALE

THOUSANDS OF CAMERAS,
PROJECTORS, PRINTERS,
ENLARGERS AND
ACCESSORIES REDUCED
FOR IMMEDIATE SALE

SAVE UP TO 35%
NEW DA-LITE
DE LUXE
CHALLENGER
SCREENS

Size	List	SALE
30 x 40"	\$22.55	\$14.95
37 x 50"	29.70	19.75
52 x 70"	46.20	29.95
40 x 70"	24.75	16.45
50 x 50"	32.70	21.75
60 x 60"	44.55	29.50

Add approximate postage. Excess will be refunded.

- Tripod mounted
- Crystal beaded
- Flat-back Octagon case
- Compact easy storage

LEICA SALE!

FULLY GUARANTEED NEW AND USED CAMERAS AND LENSES



TOP TRADE-IN
FOR YOUR OLD
EQUIPMENT

LEICA IIIc, Coated Elmar F3.5, R.F. L.N. \$147.50
LEICA IIIc, Summar F2 lens, R.F. L.N. 138.50
LEICA IIIc, Summar F2 lens, R.F. L.N. 189.50
LEICA IIIc, ctd. Summar F2 lens, R.F. L.N. 209.50
LEICA IIIc, ctd. Xenon F1.5 lens, R.F. L.N. 199.50
LEICA IIIc, ctd. Summar F1.5 lens, R.F. L.N. 279.50
LEICA IIf Body, latest, brand new, built-in flash, for use with any Leica lenses. 139.40

TOP TRADES TOWARD LATEST
LEICA IIf. WRITE FOR DETAILS

LEICA LENSES

	Reg.	SALE
35mm SUMMARON F3.5 coated wide angle L.N. \$122.40		\$ 74.50
90mm ELMAR coated F4 telephoto L.N. 132.60		79.50
135mm Hektor F4.5 coated, chrome L.N. 165.00		119.50

Many others in stock. Write for details.

SAVE \$280.50 on 35mm CONTAX S

Eye level automatic reflex camera
WITH PRE-SET DIAPHRAGM

Mfg. List \$460.00
A New Low Price **\$199.50** (like new)
• Coated Zeiss Biotar F2 lens
• Built-in flash synchronization
• Self-timer
• Speeds from 1 sec. to 1/1000th
LEATHER CASE FOR ABOVE. \$10.00

SAVE \$229.50 on the NEW 1953 CONTAX S "SERIES D" WITH PRE-SET DIAPHRAGM
Reg. \$475.00 **SALE \$249.50** (like new)

- Improved shutter and standard PC flash conveniently located
 - Coated Zeiss Biotar F2 lens
 - Leather Eveready case
- LENSES FOR THE CONTAX S
- | | Reg. | SALE |
|--|------|--------------|
| 40mm SCHNEIDER ISOCON F4.5 coated Wide Angle | | NEW \$47.50 |
| 105mm SCHNEIDER XENAR F3.5 coated | | NEW \$82.50 |
| 135mm ZEISS TRIOTAR F4 coated | | L.N. \$84.50 |
- Many others in stock. Write for details.

BRAND NEW, FAMOUS MAKE 35mm IMPORTED GERMAN CAMERA



F3.5 Coated Lens with Genuine
Prontor-S Flash Shutter
Worth \$50.00
• Fast, Color Corrected Anastigmat Lens
• Speeds from 1 second to 1/300th
• Built-in Automatic Self-Timer
• Built-in Depth of Field Table

\$32.50



Save \$25.50 on
Easy-to-Use

KENFLEX

Imported Twin Lens
Reflex Flash Camera

only **\$39.50**

\$65.00 Value
All metal camera with coated F3.5 Lenses. Full flash synchronization, speeds to 1/200th. Takes 12 2 1/2 x 2 1/4 pictures on 120 film.
LEATHER EVEREADY CASE \$8.50
FLASH GUN 5.40

SAVE UP TO 25% Compact folding tripod that fits in your pocket NEW BOWER TRIPOD

	Open	Closed	Weight	List	Year Cost
11 section	44 1/2"	6 1/2"	9 1/2 oz.	\$12.50	\$ 9.30
11 sec w/ head	45 1/2"	7 1/2"	10 1/2 oz.	13.75	10.34
10 section	46 1/2"	7 1/2"	9 1/2 oz.	11.50	8.80
10 sec w/ head	47 1/2"	8 1/2"	10 1/2 oz.	12.75	9.80
7 section	45"	9"	9 1/2 oz.	9.50	7.80
7 sec w/ head	46"	10"	10 1/2 oz.	10.75	8.90

Leather Carrying Case for any of above 2.29

STAR D Multicam TRIPODS

Made of aluminum and chrome plated steel. 3 section pan head. Fits all 8 and 16mm cameras, 35mm and press cameras up to 5x7

Reg. \$15.40 **SALE \$11.95**

SAVE \$70.50 on BRAND NEW 4 x 5 PACEMAKER

SPEED GRAPHIC OUTFIT

with MX FULL SYNCHRO SHUTTER

Reg. \$305.00 **SALE \$234.50**

- 5 1/2" Schneider Xenar F4.7 coated lens • Graflex 3 cell gun with 7 1/2" reflector
 - Compur Rapid Synchro Shutter • Vulcanoid case
 - Karat Range Finder • 4 holders
- CROWN GRAPHIC same as above. Reg. \$261.00 **SALE \$199.50**
Other outfits at similar reductions. Write for information.

SAVE \$147.50 on Versatile 2 1/4 x 3 1/4 KODAK MEDALIST II

(latest model)

Reg. \$312.50 **ONLY \$165.00** (Used but like new)

- Coated Elmar F3.5 lens
 - Built-in flash
 - Supermatic shutter with speeds from 1 second to 1/400th
 - Coupled range finder
 - Leather case
- KODAK MEDALIST I, (early model) with case, very good condition, formerly \$262.50 **special \$97.50**
- Limited quantities, subject to prior sale.

SAVE \$20 on NEW 35mm ARGUS C3 OUTFIT

- Coated F3.5 lens
 - Leather case
 - Flash gun
 - Coupled rangefinder
- INCLUDES:
• New Telephoto lens • 2 Filters, your choice
• Adapter Ring • Sunshade
- Reg. \$95.00 **COMPLETE \$74.50**
CAMERA and FLASH GUN less accessories \$62.50

Save up to 46% on MOVIE REEL CHESTS SLIDE FILES • MOVIE REELS AND CANS

ALL METAL SLIDE FILES			
ITEM NO	PORTABLE ALL STEEL FILES FOR PROTECTION AND ORDERLY FILING.	CAPACITY	REG. SALE
#1050	2x2"	cardboard glass	
#1150	2x2"	100 50	\$ 1.98 \$ 1.49
#1093	2x2" (6 drawers)	300 150	2.95 2.25
#1125	2 1/2 x 2 1/2"	1800 900	24.95 18.75
#1100	2 1/2 x 2 1/2"	250 125	4.00 2.95
#1075	3 1/4 x 4"	200 100	4.00 2.95
#1116	Stereo (6 drawers)	150 75	4.00 2.95
#1096	Stereo (6 drawers)	300 150	6.50 4.95
		900 450	24.95 18.75

ALL METAL MOVIE REEL CHESTS			
ITEM NO	FILM SIZE	NUMBER OF REELS & CANS	REG. SALE
#183	8mm	12-200"	3.25 2.49
#185	8mm	12-300 or 400"	3.95 2.95
#184	16mm	12-400"	4.95 3.75
#1008 DeLuxe	8mm	12-200"	6.50 4.99
#1009 DeLuxe	8mm	12-300"	7.50 5.95
#1110 DeLuxe	8mm	12-400"	8.00 5.95
#1016 DeLuxe	8mm	9-400"	7.50 5.95

MOVIE REELS & CANS			
SIZE		REG.	SALE
8mm	200'	\$1.00	\$.54
8mm	300'	1.30	.85
8mm	400'	1.60	1.25
16mm	400'	1.50	.88

Minimum order of 6 on Movie Reels and Cans

SAVE 20% — BRAND NEW GRAPHIC—GRAFLEX ACCESSORIES

	2 1/4" x 3 1/4"	3 1/4" x 4 1/4"	4" x 5"
Graphic film holders (double)	\$ 3.05	\$ 3.15	\$ 3.24
Graflex film holders (double)	3.75	4.08	4.36
Grafmatic film holders (Graflex)	11.88	17.56	17.56
Grafmatic film holders (Graflex)	11.88	17.56	17.56
Film Pack Adapter (for Graphic or Graflex)	5.48	6.10	6.92
*Roll holders (Graflex or Graflex)	15.15	17.20	17.20
Graflok back (less viewing hood)	11.16	17.16	17.56
Graflok back with viewing hood for old model	16.08	22.12	22.84
Graflarger back converts Graphic or Graflex into an enlarger (2 1/4 x 3 1/4, 3 1/4 x 4 1/4 or 4 x 5 size, specifically)	28.00	28.00	28.00
Stand for use with Graflarger	14.00	14.00	14.00
Graflok Dividing back (two on 4x5)			22.00
Polaroid Land back (fits 4x5 Graflok back)			62.50
*All roll holders use 120 film and are available in 2 1/4 x 3 1/4 or 2 1/4 x 2 1/4 picture size — specify size you want			

Similar reduction on other accessories. Write, giving requirements.

SAVE \$10.00 on NEW Lightweight 2 1/4 x 2 1/4 Voigtlander PERKEO I

Reg. \$49.50 **ONLY \$39.50**

- Coated Vaskar F4.5 lens
- Pronto synchro shutter
- 12 2 1/4 x 2 1/4 pictures on roll
- Speeds from 1/25 to 1/200

Save \$11.05 Brand New German Import 620 BOWER X Roll Film Camera



Reg. \$41.00
only **\$29.95**
• Coated Schneider F4.5 lens • Speeds to 1/200th
• Vario shutter • Built-in flash
INCLUDES BOWER FLASH GUN

FINAL CLEARANCE!

Shopworn 2 1/4 x 2 1/4
BABY BESSA 66
With compur rapid shutter, speeds from 1 second to 1/500th. Takes 12 pictures on 120 film.
Formerly SALE
WITH COATED VASKAR F4.5 LENS \$60.00 \$32.50
WITH UNCOATED VOIGTAR F3.5 LENS 65.00 37.50

SPECIAL!! IMPORTED 2 1/4 x 3 1/4 GERMAN CAMERA

For photos you'll treasure forever, you'll want this handsome, rugged chrome and Morocco finished camera.
Reg. \$29.95 **ONLY \$23.95**
• F6.3 coated lens • Speeds to 1/300th
• Precision Prontor S shutter • Built-in flash synchronization
• Built-in self-timer

Save \$25.00 on BRAND NEW 2 1/4 x 2 1/4 Twin Lens Reflex CIROFLEX D OUTFIT

Reg. \$117.50 **COMPLETE \$92.50**
• Giroflex D camera • Synchro shutter
• Coated Raptar F3.5 lens • Speeds to 1/200th
OUTFIT INCLUDES:
• Leather Eveready case • Adapter ring • Sunshade
• Heland Flash gun • 2 filters

SPECIAL!! BRAND NEW 75mm VOIGTLANDER COLOR SKOPAR F3.5 COATED LENS

For 2 1/4 x 2 1/4 cameras or for enlarging
Reg. about \$35.00 **ONLY \$15.00**
• Speeds from 1 sec. to 1/500th
• Focusing mount down to 3.5 feet

ALL ITEMS SOLD F.O.B. N. Y.
ADD APPROXIMATE POSTAGE.
WE WILL REFUND OVERAGE

ABE COHEN'S EXCHANGE, INC.

"THE HOUSE OF PHOTOGRAPHIC VALUES"

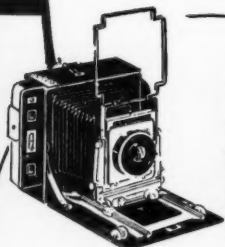
142 FULTON STREET • NEW YORK 7, N. Y.

Don't let distance
deprive you of these Bargains...

ORDER BY MAIL

FROM

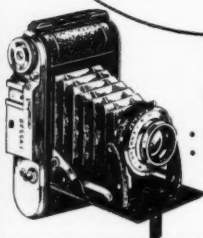
Willoughbys



**BRAND
NEW
4 x 5
BUSCH
PRESSMAN
CAMERA**

Fitted with Heliar f4.5 coated lens in
Press Compur-X-Flash Shutter and
Hugo Meyer Rangefinder.

NOW \$139⁵⁰
Regularly \$229.50



**BRAND NEW Voigtländer
2 1/4 x 3 1/4 BESSA I CAMERA**

- With Vaskar f4.5 lens • Speeds up to 1/250th
- Built-in Flash • Built-in Self-Timer

AT \$47⁵⁰
Formerly \$59.50

To make room for
the fully synchronized
model we are offering

From all the four quarters of the Globe, camera fans get prompt, efficient mail-order service from Willoughbys, the world's largest camera store. A SPECIAL DEPARTMENT OF CAMERA EXPERTS FILLS ALL MAIL ORDERS WITH THE ACCURACY OF A DRUGGIST FILLING A PRESCRIPTION! We never substitute! Every item carries a money-back guarantee!

Order anything photographic by mail from Willoughbys. If it's available anywhere, chances are we have it at ROCK-BOTTOM PRICES and will ship it to you post haste! Listed below are a few of the wonderful "buys" you can get by mail.

**BRAND NEW
CRAIG-THALHAMMER
TRIPODS**



The easily adjusted two-section legs assure rigid support. Rubber tips prevent slipping. Patented instant-on plug fastens to camera and locks in place with one foolproof action! DeLuxe Pan-Tilt head with a 360° Panoramic Bearing. A lifetime of use is built into the durable hardwood and chrome plated steel construction.

NOW \$19⁹⁵
Regularly \$33.00

**BRAND NEW — ALL METAL
BILORA STABLO TRIPODS**

They're rigid. They're durable. They're beautiful.
They're lightweight yet unusually strong.

- Accommodate all cameras
- Rust-proof, nickel plated steel
- 4 sections, extend or fold in a jiffy
- Upper section finished in black enamel
- Sure-grip leg tips



MODEL 1104
Extended 48 1/2 in.
Closed 15 1/4 in.

\$5⁹⁵



MODEL 1104K
with Ball & Socket
Extended 60 in.
Closed 17 in.

\$7⁹⁵

**The Master Reference Manual of Photography
THE 12TH LIBRARY EDITION
PHOTO-LAB-INDEX**

by HENRY M. LESTER

Lists all standard recommended photographic procedures. This case-bound library edition is an economical and, to many people, a more practical and a simpler method of keeping information available for quick reference in the library, in the darkroom, or in the laboratory.

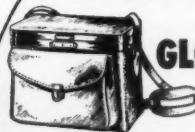
Contents are identical with that of the loose-leaf edition.



\$10⁹⁵

**BRAND NEW
PHOTOGRAPHIC
CARRYING CASE Supreme!**

**"THE
GLOBETROTTER"**



with Stainless Steel Frame
Dustproof
Durable • Beautiful

No fumbling — Quickly Accessible to Contents.
Holds up to 4 x 5 Press Camera and Accessories.
Roomy outside Pocket, Large Bellows Pocket in Lid. Finest Top-Grain Cowhide
— Plus Other Outstanding features.

NOW \$26⁵⁰
Regularly \$39.50

Send for FREE Bargain List. Mail orders promptly filled. Add postage.
Liberal trade-in allowance on your used equipment.

Willoughbys
WORLD'S LARGEST CAMERA STORE

110 West 32nd St.
113 West 31st St.
New York 1, N. Y.
LOngacre 4-1600

Matchless beauty...

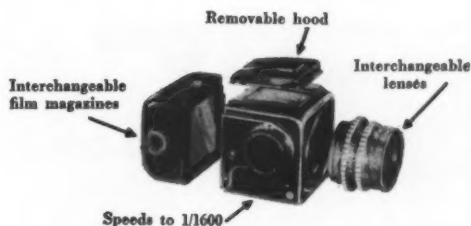
This picture by ANSEL ADAMS is one of many he has made with the HASSELBLAD Camera. Famed as a photographic interpreter of the West, Mr. Adams has developed a rare ability to capture on film the matchless beauty of nature. In the $2\frac{1}{4} \times 2\frac{1}{4}$ HASSELBLAD Camera he has found an instrument responsive to his critical standards.



Matchless performance...

This camera by HASSELBLAD adds matchless performance to the talent of the photographer. Interchangeable roll-film magazines, for example, permit the photographer to switch at any time from one film to another... color or black-and-white. Interchangeable lenses, automatic controls, speeds to $1/1600$ second, built-in flash — these and other performance features will bring a new range, a new sureness, to your picture taking. Precision-crafted in Sweden, with an eye to the photographic perfectionist, the HASSELBLAD Camera well merits your personal inspection.

Prices: The camera, with 80mm Kodak Ektar $f/2.8$ Lens and $2\frac{1}{4} \times 2\frac{1}{4}$ roll-film magazine, \$499.50. Accessory 135mm Kodak Ektar $f/3.5$ Lens, \$285, and 250mm Zeiss Opton Sonnar $f/4$ Lens, \$439. Prices include Federal Tax.



Write for the descriptive HASSELBLAD booklet to

Willoughbys

Dept. M, 110 West 32nd Street • New York 1, N. Y.



HASSELBLAD
THE NEW SWEDISH REFLEX CAMERA

**THERE'S
NOTHING LIKE IT
AT THIS
LOW PRICE**



Voigtlander

2 1/4 x 2 1/4

PERKEO I

ORIGINALLY ~~\$49.50~~

NOW **\$39.50**

YOU SAVE \$10.00

Willoughbys

WORLD'S LARGEST CAMERA STORE

Yet nothing has been changed!
All Perkeo features have been retained!
This camera's tremendous popularity
with thousands of picture fans
permitted Voigtlander to step up
production and streamline its operation,
effecting tremendous savings. We pass
these savings on to you. Perkeo I
takes 12 pictures on a roll of 120 or
620 film, accepts all types of spools.
Small, light, compact and streamlined.
Vaskar f4.5 lens in Prontor shutter.
Speeds to 1/200 second plus built-in
flash contact. It looks good — it feels
good — it is good. It's one of the
best camera buys today.

Mail orders filled. Add postage.

110 West 32nd Street
113 West 31st Street
New York 1, N. Y.
LOngacre 4-1600

"CLIFFIE...here's
why **TDC** is
famous for **SUPER
PROJECTION!**"

Says Mary Hartline,
Star of TV's
Super Circus



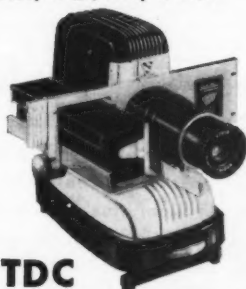
TDC SHOW PAK

Built into case—
it's truly portable!

A complete
300 watt
blower cooled
projector of
ultra-modern design amazingly
priced! Has 5" coated anastigmat lens. All metal, all typical
TDC quality. Handsome lift-off
case, built-in slide file. Light
weight but rugged, ShowPak is
ready to go, ready to show!

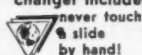
\$5450*

case included



TDC Mainliner "300"

A 300-watt projector with built-in blower, coated 5" f/3.5 anastigmat lens in helical focusing mount, positive micro-tilt adjustment. SELECTRON Semimatic changer included... you need



\$62.50*

Three Dimension Co.
4555 W. Addison St., Chicago 41, Ill.

Prices subject to change
without notice

New products

2 1/4 x 2 1/4 Balda Camera

Made in Western Germany the Baldix camera is only five inches long yet takes 12 exposures on 120 film. The camera is equipped with f/3.5 Ennagon



lens with focusing range from 3 1/2 ft. to infinity, and has a ratchet film winding knob, with automatic stop, which permits fast film advance without reference to the film window. Other features are: zone focusing calibrations, depth of field calculator, body shutter release with integral cable release socket, accessory clip, and optical viewfinder. The all-metal body has scratch-resistant morocco grain covering, and exposed metal parts are finished in satin or chrome. Price, \$48.50. For additional information write: KLING PHOTO SUPPLY CORP. 235 FOURTH AVE. NEW YORK 3, N. Y.

Praktica FX 35mm Camera

The new Praktica FX, 35mm single lens reflex camera, features factory synchronization for regular and electronic flash. This German made camera retains most of the features of the former model, including focal plane shutter speeds from 1/2 to 1/500 sec. plus bulb. Price with f/2.9, 50mm coated Prakticar lens \$99.50; with f/1.9, 58mm coated Meyer Primoplan lens, \$139.50; with f/3.5, 50mm coated



Zeiss Tessar lens and pre-set diaphragm control, \$139.50; with f/2.8, 50mm coated Zeiss Tessar lens and pre-set diaphragm control, \$169.50. Eveready leather case, \$10.95.

The new Praktica FX will also take
(Continued on page 30)

"Right, MARY...
TDC's a circus
of Slide fun
for everyone!"

Says Cliffie the
Clown, featured
performer
of TV's "Super
Circus"



TDC PROJECT-OR-VIEW

Projector, table viewer all in one! A finger flick converts from a projector (covering a full size screen) to a big 6 1/4 x 6 1/4" table viewer! Coated f/2.9 anastigmat lens. Takes all 2 x 2 slides.

Standard Model 150 **\$7450***
watts, AC-DC

Deluxe Model 200 **\$8450***
watts, AC blower
cooled



"STREAMLINER 500"

Projects more light than any other make of 500 watt projector! Coated 5" f/3.5 anastigmat lens, Venturi-type blower cooling. With Selectron-Semimatic slide changer! **\$8450***

"STREAMLINER 300 Duo"

Projects 2 x 2 and 2 1/4 x 2 1/4 (in 2 1/4 x 2 1/4 mounts) slides. With 5" f/3.5 coated anastigmat lens. **\$6950***

*F. E. T.
INC.

FREE SLIDE BOOKLET!

Information-packed guide
written by Rus Arnold, ASPA

MAIL THIS COUPON TO:

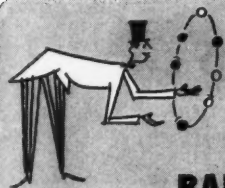
Three Dimension Co., Dept. M.P.11
4555 W. Addison St., Chicago 41, Ill.

Please rush me a FREE copy of your new booklet
on slide photography and projection.

NAME

ADDRESS

CITY ZONE STATE



COLOR- BALANCED PROJECTION

for 2 1/4 x 2 1/4 and 2 x 2 Slides



BUILT RIGHT
INTO THE CASE!

GoldE

Reflex

300 WATTS **BLOWER COOLED**

Glorify your color slides with brilliant, big-as-life projection. Get the GoldE REFLEX—America's finest projector. **DOUBLE VALUE**, 2x2 Adapters with every REFLEX give you two projectors for the price of one.

Performance-proved and tested GoldE features give you more lasting value:

1. Rolliti.
2. Spring Finger Condenser Mounts
3. Automatic Leveler
4. S-m-a-a-t-h Slide Transport

Cast aluminum construction—powerful, noiseless blower cooling, perma-fix focus—exclusive finger-tip controls—quality 6 1/2" F-4 coated, anastigmat lens.

Complete with lamp and deluxe tweed case. Built right into the case! (F.E.T. Inc.) **\$86.50**

Write for free "Projector Gems" Booklet.

YOUR PRECIOUS TRANSPARENCIES are bound to be safer in GoldE aluminum dust-proof binders. Complete with glass and changeable title labels.



REFLEX 2 1/4 x 2 1/4 Binders
Box of 12.....\$1.85
Box of 50.....7.00



NEW REDUCED PRICE!
SNAP-IT 2x2 Binders
Box of 20.....\$1.85
Box of 100.....\$8.25

At better camera dealers everywhere

GOLDE MFG. CO.

GoldE

**Brightest Name
in Slide Projection**
4888 N. CLARK ST.
CHICAGO 40, ILLINOIS

© COPYRIGHT 1952

NEW PRODUCTS

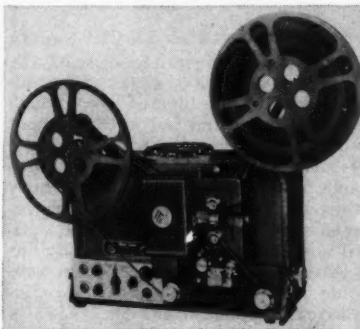
(Continued from page 29)

the Zeiss Prismatic Viewfinder which snaps on instantly and gives an upright, laterally correct image. Price of Viewfinder \$19.95. For more information write:

THE PRAKTIKA COMPANY, INC.
48 WEST 29 ST., NEW YORK 1, N. Y.

8mm Magnetic Sound Projector

Movie Sound 8 is the first 8mm magnetic sound projector-recorder-playback unit. After film has been processed and returned from the manufacturer, your dealer must send it out to have a magnetic sound stripe added on one side of the film. The unit can then be used to record and playback sound at 24 frames per second, as well as at silent speed. Sound can be added to old silent films by the same process.



The projector, which weighs about 34 pounds, takes 1600-foot reels, and uses a 500 or 750 watt lamp. It also includes microphone jack, phonograph jack, control switch with accidental erasure prevention, headphone monitor for listening as you mix sound, volume indicator, record and erase head built into one unit, self locking tilt, and six-inch speaker. Amplifier output is approximately 5 watts. Price of complete unit including case, microphone and six-inch speaker, \$398.50. Magnetic striping for 8mm film, is now being done by Reeves Soundcraft Corp., 10 East 52 St., New York, N. Y., through your dealer, and costs \$1.75 per 50 ft. roll of 8mm film. The standard machine will allow use of a microphone and one other source of sound. An external mixer, for adding still another sound source will be available. For more information and a descriptive brochure, write:

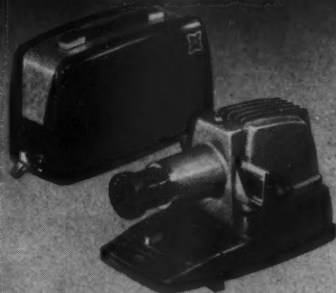
MOVIE MITE CORP.
1116 TRUMAN ROAD, KANSAS CITY 6, MO.

Three New Rodenstock Lenses

Three coated Rodenstock lenses, made in Munich, Germany, are now available in the U. S. The Heligon f/2.8, 35mm in Leica mount, is a wide angle lens with 63.5 degree angle of view, priced at \$105.60 The Perigon f/12, extreme wide angle lens, covers a field of 85 degrees at full aperture. Made for 3 1/4 x 4 1/4, 4 x 5, and 5 x 7 cameras, it

(Continued on page 32)

you'll be
KING
of 35 mm
COLOR



with
the
New

GoldE

\$49.95
complete with
lamp and case
(Inc. F.E.T.)
A royal
value!

CORONET

America's finest
200 Watt **BLOWER COOLED**
2 x 2 Slide Projector

**Just in time for
Christmas!**

Years-ahead styling—4" F3.5
anastigmat coated lens—
brilliant, true-color projection—Uni-built cover case—
plus a score of other exclusive
GoldE features!

At your dealer now!
FREE! Write for Bulletin No. 529

GOLDE MFG. CO.

GoldE

**Brightest Name
in Slide Projection**

4888 N. CLARK STREET
CHICAGO 40, ILLINOIS

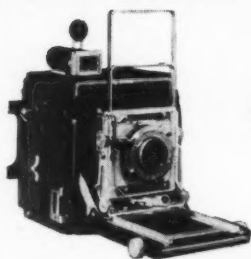
Customer Satisfaction Assured
All Merchandise Guaranteed

WESTEN'S

Buy Your Photo Needs on Our
Convenient Credit Terms

Every Item Advertised in stock • BRAND NEW • Guaranteed Deliveries

USE OUR TIME PAYMENT PLAN AND BUY



Complete SPEED and CROWN GRAPHIC Outfits

Latest Models • Brand New
Listed are all items in each Graphic outfit

Size of camera and choice of lens determines price of complete outfit.

(That is, you get the complete Graphic outfit as listed to the left, and the price you pay is shown following the camera and lens you choose.)

HERE'S WHAT
WE SEND YOU!

(All Items Are
Brand New!)

- Camera you select
- Coated lens of your choice
- Synchro Shutter
- Kalart Cpld. Range Finder
- Complete Flash Gun
- Graphic Film Pack Adapter
- 6 Cut Film Holders
- Sunshade
- Adapter Ring
- 4 Series VI Filters
- Deluxe Carrying Case
- 1 Package 25 shts. Cut Film
- Factory Guarantee

YOU'RE ALL SET
FOR PICTURE
TAKING

COMPLETE OUTFIT PRICES

SIZE	LENS	SPEED GRAPHIC	CROWN GRAPHIC
2 1/4 x 3 1/4	f4.5 Ektar 4"	\$319.00	\$279.00
	f3.5 Schneider Xenar	329.00	289.00
	f3.5 Zeiss Tessar	339.00	299.00
	f3.7 Ektar	339.00	299.00
3 1/4 x 4 1/4	f4.7 Schneider Xenar 5"	303.00	258.00
	f4.7 Optar 5 1/4"	313.00	268.00
	f4.7 Ektar 5"	313.00	268.00
	f4.5 Zeiss Tessar 5 1/4"	329.00	284.00
4 x 5	f4.7 Schneider Xenar 5"	308.00	263.00
	f4.7 Optar 5 1/4"	318.00	273.00
	f4.7 Ektar 5"	318.00	273.00
	f4.5 Ektar 6"	343.00	298.00
	f4.5 Zeiss Tessar 5 1/4"	334.00	289.00
	f4.5 Zeiss Tessar 6"	339.00	294.00
	f3.5 Zeiss Tessar 6"	399.00	354.00

Outfits furnished with Ektalite Screens at no charge. *With 1/800 sec. flash supermatic shutter at \$13.00 additional. All Zeiss lenses "T" coated. All Graphics with GRAFLOK backs.

3 1/4 x 4 1/4 SUPER D GRAFLEX with 6" or 7 1/2" Kodak Ektar.....\$246.75
4 x 5 SUPER D GRAFLEX with 7 1/2" Kodak Ektar..... 267.25

GRAPHIC ACCESSORIES

Roll Film Holders for Graphics or Graflex
2 1/4 x 3 1/4...\$18.95 3 1/4 x 4 1/4 or 4 x 5...\$21.50
Grafmatic (6 septum) holders
for 2 1/4 x 3 1/4...\$14.85 for 4 x 5...\$21.95
Polaroid back for 4 x 5 Graphics...\$77.50

Wide Angle f6.8 Schneider Angulon
coated, MX compur 1/500th second:
65mm (for 2 1/4 x 3 1/4).....\$62.50
90mm (for 3 1/4 x 4 1/4 or 4 x 5).....\$67.50
Graflarger—complete with stand..\$52.50

10" Tele Xenar f5.5, Cmpr. Syn... \$99.50
14 1/4" Tele Xenar f5.5, Cmpr. Syn...\$179.00
Graflite Side Lighting Unit..... \$14.00
Graflok Backs—4 x 5 (complete
with viewing hood)..... \$28.55

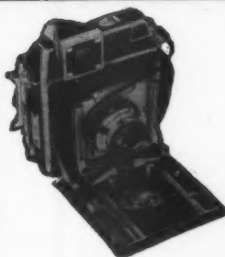
GI ORDERS GET THE GREEN LIGHT AT WESTEN'S

The Most Versatile!

Linhof
SUPER TECHNIKA 2 1/4 x 3 1/4

Complete 3 Lens Outfit

\$575⁰⁰



FEATURES

- Multifocus Rangefinder
 - Tilting & Swinging Back
 - Revolving Back
 - Triple Extension Bed
 - Drop Bed
 - Quick Change Lens Lock
- Super Technika 2 1/4 x 3 1/4 Camera; 65mm f6.8 Wide Angle Angulon Lens; 105mm f3.5 Schneider Xenar Normal Lens; 180mm f5.5 Tele Xenar Telephoto Lens. All in fully synchronized MX Compur Rapid Shutter to 1/500 sec. All coupled to rangefinder.

4 x 5 LINHOF OUTFITS

(Price at right includes camera with lenses checked)

4 x 5	127mm f4.7 Xenar	135mm f3.8 Xenar	150mm f4.5 Xenar	90mm f6.8 Angulon	240mm f5.5 Xenar	360mm f5.5 Xenar	PRICE
One Lens Outfits	✓		✓				\$359.75
		✓					375.75
			✓				380.75
Two Lens Outfits	✓			✓			442.00
		✓		✓			458.00
	✓		✓	✓			463.00
		✓		✓	✓		560.00
Three Lens Outfits		✓	✓	✓	✓		581.00
			✓	✓		✓	655.00
		✓		✓		✓	660.00

(All lenses coated and all shutters flash synchronized.)

Multi-focus optical viewfinder—for 4 x 5 or 5 x 7.....\$ 84.00
3 Lens 5 x 7 Linhof outfit.....\$874.00

TRADES ACCEPTED

westen's
802 STATE STREET
TELEPHONE 2-9181 SANTA BARBARA, CALIFORNIA

• Use our easy TIME PAYMENT PLAN •

mitchell

CAMERA STORES, INC.

127 West 50th St. (At Radio City)
New York 19, N. Y.

Buy With Confidence 10 Day Trial—1 Year Warranty

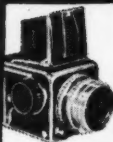


Wt. 7 lbs.

used 'LIKE NEW'
Stereo Realist
Three Dimension Camera
with Eveready Case
List \$169.25 **ONLY \$114.50**



used 'LIKE NEW'
4 x 5 Crown Graphic
F4.7 coated lens—Heiland
Solenoid and Flash Gun,
Kalart RF, Graflex Back
List \$252.00 **ONLY \$155.00**
Wt. 10 lbs.



used 'LIKE NEW'
2 1/4 x 2 1/4 Hasselblad
Single Lens Reflex
Ektar F2.8 lens
List \$549.00 **ONLY \$345.00**
Wt. 8 lbs.



used 'LIKE NEW'
ROLLEICORD III
coated Xenar F3.5 lens
compur synchro shutter
List \$149.50 **ONLY \$95.00**
Wt. 6 lbs.



Wt. 10 lbs.

used 'LIKE NEW'
2 1/4 x 3 1/4 Speed Graphic
EKTAR F3.7—Kalart RF
Graflex Back
List \$285.35 **ONLY \$169.50**



Wt. 12 lbs.

used 'LIKE NEW'
16mm Bell & Howell 70 DL
with T.H.C. 1" F1.5; 15mm
T.H.C. 1/2.5; T.H.C. 4" F4.5
List \$564.00 **ONLY \$349.50**



Wt. 7 lbs.

used 'LIKE NEW'
Kodak Medalist II
EKTAR F3.5—Synchro
with eveready case
List \$312.50 **ONLY \$169.50**



Wt. 7 lbs.

used 'LIKE NEW'
35mm Contax 'S'
Biotar F2, Pre-Set Diaphragm
with eveready case
List \$495.00 **ONLY \$215.00**

SPECIAL LEICA SALE
Used Leica IIIC Bodies
all perfect & guaranteed
when new \$224.00 **ONLY \$99.50**

Just Received—New Shipment
DIAX II—Xenon F2
coupled range finder
compur M-X synchro
List \$145.00 **ONLY \$111.00**

SPECIAL—4 Cameras Only
Kodak 35, coupled Range Finder
Coated F3.5 lens—Synchro Shutter
List \$96.50 **ONLY \$49.50** with case

THRIFTLITE AC-40
Electronic Flash, for most
cameras with internal synch
List \$49.50 **ONLY \$35.95**

USED—GUARANTEED 1 YEAR USED—10 DAY MONEY BACK TRIAL

Roll Film

Kodak Tourist F4.5, synchro	\$ 37.50
Super Ikonta 'C' Tess F3.5	115.00
Super Ikonta 'B' Tessar F2.8	129.50

35MM

Argus C3, case & flash	\$ 39.50
Contax I, Sonnar F2, E. R. Case	89.50
Clarus II, F2.8 Synchro, case	47.50
Leica IIIC, Elmar F3.5, case	149.50

Please include postage—Overpayment refunded—C.O.D. 10% Deposit

Reflex

Rolleicord F3.5 Triotar cld	\$ 79.50
Argoflex 'EF' E. R. Case	42.50
Rolleiflex, Tessar F3.5	149.50

8MM

Kodak Model 20 F3.5	\$29.50
Revere Ranger F2.5 cld	44.50
Bell & Howell Sportster F2.5	47.50
Cinemaster F1.9 cld	27.50

mitchell

CAMERA STORES, INC.

127 West 50th St. (At Radio City)
New York 19, N. Y.

NEW PRODUCTS

(Continued from page 30)

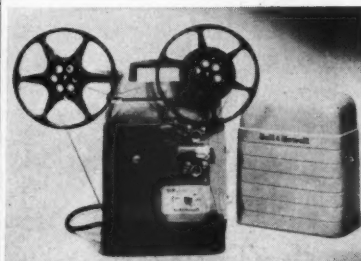
comes in focal lengths from 90mm to 130mm in Prontor or Compur Shutters. Prices are from \$67.95 to \$81. The Imagon f/4.5 portrait lens, with grid attachments, is available in focal lengths from 120mm to 480mm, for a variety of cameras. Prices range from \$128.50 to \$189. For additional information write:

ALFA PHOTO CORP.

303 WEST 42 ST., NEW YORK 18, N. Y.

Bell & Howell 8mm Projector

A new 8mm projector, weighing only 12 pounds, has been brought out by Bell & Howell. The unit uses a 500-



watt lamp, will hold a full 400 ft. reel of film, and has a single switch for lamp, motor, and rewind. Fitted with an f/1.6 coated lens, it has a swing-out film gate; threading guide card which can be used as a small "shadow box" screen when turned over and inserted in the detachable cover; and operates on 90 to 130 volts AC. Threading can be checked before switching on the motor by use of a hand film advance knob. The frame is all-aluminum, and the projector is self-contained in a gray and maroon case. Price, complete, \$99.95. For more information write: BELL & HOWELL CO.

7100 MCCORMICK ROAD, CHICAGO 45, ILL.

Anso Finex L Developer

Anso Finex L Developer and replenisher are now available to replace



Finex which was discontinued some time ago. The manufacturer claims that one quart of this fine grain developer will process up to 60 rolls of (Continued on page 36)



The ability of the Norwood Meter to accurately appraise light and determine correct exposure both indoors and out make it an essential part of my equipment.

CHARLES ROSHER
ASC. FRPS. FSMPE. APSA
Director of Photography
with M.G.M. Studios



As you know, I have been using the Norwood for years and I appreciate how much it has helped me in my profession. It has never failed me and I depend on it entirely in my daily shooting at Warner Brothers Studio, Hollywood. I would not be without it.

TED McCORD ASC.
Director of Photography
Warner Bros. Studio



I have used the Norwood Meter for quite a long time on my pictures and find it to be an indispensable tool.

GEORGE JOSEPH FOLSEY ASC.
Director of Photography



I have two of them, and find them extremely accurate and very sturdy, and in my opinion are very important to a photographer, particularly as we make pictures today, working equally well outdoors and indoors.

From my own experience I am sure the Norwood Meter would be as important to an amateur as a Professional, proving very economical as the user is always assured of a correctly exposed negative.

RAY JUNE ASC.
Director of Photography
Metro-Goldwyn-Mayer Pictures



In my many years as a director of photography in Hollywood, this is the first exposure meter that has completely eliminated the element of guesswork or human error in exposures. At this time particularly I find the Norwood invaluable, since so many of the pictures are scheduled for quick production—especially those of the Western type.

I am confident that I voice the opinion of all of the Hollywood cameramen, and our appreciation.

JACK GREENHALGH ASC.
Director of Photography

NORWOOD Director

INCIDENT LIGHT
EXPOSURE METER

... The Meter
the BEST
Photographers use

Read what the experts
say . . . Proof positive of
Norwood Superiority!

"The Standard of the Studio"

with the amazing photosphere



It is my opinion that the Norwood Meter is the best all around meter for our use. In naming some of our bigger pictures made here, "King Solomon's Mines" and "Quo Vadis," which were both photographed by Robt. Surtees, he used nothing but the Norwood Meter all through both of these pictures.

JOHN ARNOLD
Executive Director of Photography
Metro-Goldwyn-Mayer Pictures
Culver City, California



I have been using this Norwood Meter since they first hit the market. I have used it on all my pictures at M.G.M., and this has been the first time I had it up for a check and adjustment. I find the Norwood Meter to be absolutely correct and dependable and very easy to use. I wouldn't be without one.

JOSEPH RUTTENBERG
Director of Photography
Metro-Goldwyn-Mayer Studio

Priced at only
\$32.95 (no tax)
with Photosphere,
Photogrid and Photodisk.
Write for Literature.

Perfect exposure
every time...

DIRECTOR PRODUCTS CORP.
570 FIFTH AVENUE, NEW YORK 19, N. Y.

DEBUT!



Guarantee: During the life of the product, any defect in material or workmanship will be remedied free (except transportation).

It's the fabulous, new Bell & Howell 8mm home movie projector!

"so easy to use!"

Here is what every 8mm movie maker wants in a fine projector—Bell & Howell quality, light weight (12 pounds), modern design, sparkling performance—all at a truly modest price. This is the new 221 that puts more light on the screen than any other make of 500-watt movie projector—that shows sharp, bright movies up to 6 feet wide—that is a snap to thread—that runs so quietly—that *never* needs oiling.

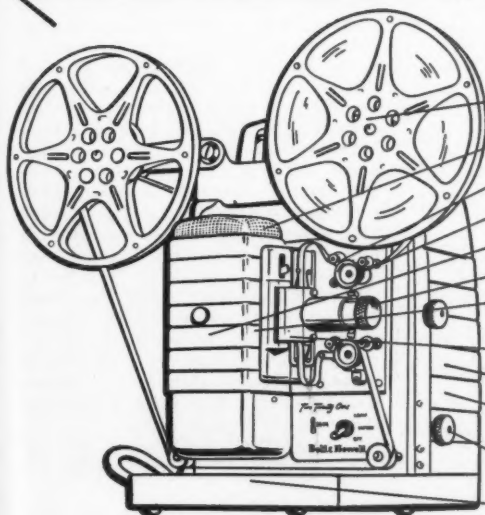


\$99⁹⁵

"perfect family gift!"

You'll be proud to give or receive this new member of the fine family of Bell & Howell products. The 221 is precision-built in true Bell & Howell tradition to give a lifetime of trouble-free performance. Now offered by most Bell & Howell dealers on liberal terms and trade-ins. Price subject to change without notice.

Perfect mate for any 8mm movie camera!



Check these features against those in more costly projectors and you'll agree it pays to invest in Bell & Howell quality!

- 400-ft. film capacity for full half-hour show.
- Forced draft ventilation for lamp-house.
- Easy, fool-proof threading.
- Undercut rollers and sprockets prevent film scratching.
- Die cast aluminum housing.
- f/1.6 Filmocoted lens.
- Three-tooth shuttle for safety in running film with damaged perforations.
- "Swing-out" aperture gate.
- Compact, modern styling—8" x 8" x 12".
- Carrying case of strong, mar-proof, lustrous, gray-and-maroon Tenite.
- Convenient tilt device.
- Space for storing spare reel.

Bell & Howell

*makes it fun to make
(and show) movies!*



SPECIAL PURCHASE
****BIG SAVINGS**
NEW! 8MM
TELEPHOTO LENS
 Famous BERTHOUD 1 1/2" f/3.5 focusing Telephoto Lens
 • coated, color corrected.
 Fits all standard D-mount 8MM cameras. List \$300.00
 Quantity Limited...
 Order Today! Special **\$15.95**

SAVE ALMOST \$200. . . LIKE NEW KODAK EKTRA OUTFIT

Just look at what this outfit consists of:
 • Kodak Ektra Camera with Ektra f/3.5 lens
 • 35mm. f/3.5 Wide Angle lens
 • Fine Ektra Telephoto lens
 • Handsome carrying case
 A \$543 value when new
 Now Special Priced **\$349.00**
 (Take advantage of substantial savings offered on separate lenses)

SAVE! Complete 8MM. MOVIE EDITING OUTFIT



Perfect "buy" for every 8mm. camera owner. Features adjustable focusing, automatic splicer, rewinds with patented break (take up to 400 ft. reels), heatless long life 6W bulb, all metal construction. List \$25.95.

Act Fast! Only **\$16.95** complete

SAVE \$21.91

Complete BOLSEY B-2 OUTFIT

Famous Bolsey B-2 35mm camera with f3.2 coated lens, rangefinder . . . complete with leather c.r. case, flashgun, 1 roll color film, sunshade, adapter, 2 filters. Total value \$101.41.

SPECIAL \$79.50

Camera alone \$73.50

FOTOSHOP "SPECIAL OF THE MONTH" Complete



LIGHTING OUTFIT

There's a polished 10" parabolic reflector; 1 polished 6" bullet reflector; plus complete clamp, cord and socket set for each reflector . . . as complete a lighting outfit as you can wish for . . . and instead of \$7.50 you pay only **\$5.49**

Drastic Reductions!

MOVIE FILM CHESTS

All-metal, gray finish. For 12 reels and cans.

	Reg.	Sale
8mm, 200 ft.....	\$3.25	\$2.44
8mm, 400 ft.....	3.95	2.97
16mm, 400 ft.....	4.95	3.71

SENSATIONAL FALL SCREEN SALE!

High quality fine beaded fabric screens, on sturdy built tripods.

	Reg.	NOW ONLY
30 x 40.....	\$13.75	\$7.95
40 x 40.....	\$15.25	\$9.95

30% Deposit on C.O.D.'s. Please add approximate postage. All items subject to prior sale.

FOTOSHOP FEATURE FOR LEICA LOVERS

***85mm f/2 COATED SUMMAREX**

High speed telephoto lens. Black mount.

When New **\$459.00.** LIKE NEW **\$195.00**

In Chrome mount **\$289.00**

*300mm SCHNEIDER TELE-XENAR f/6.3 Used. Excellent buy! only **\$95.00**

***Save 40% on EXTENSION TUBES**

Each of these sets of 3 lightweight duraluminum Leica extension tubes 7 1/2mm., 15mm., 30mm. . . are worth \$10.00.

YOU PAY ONLY **\$5.95**

THE LEICA VALUE YOU'VE WAITED FOR

COMPLETE LEICA III-F OUTFIT

• Leica III-F with coated f/2 Summar lens.
 • PLUS 35mm. f/3.5 coated Summaron wide angle lens.

8cm. f/4 chrome Elmar telephoto lens
 Leather everready carrying case
 Universal image-erecting finder with leather case

EVERYTHING LIKE NEW . . . VALUED WHEN NEW AT \$686.00

Sensational Low Price **\$464.50**

You can't find a Better Camera at a Better Price

TELEPHOTO & WIDE ANGLE

AUXILIARY LENSES

for most 35mm cameras
 These lenses are coated and color-corrected. They attach easily to your regular camera lens and give excellent results. Available for such cameras as Argus C-3, Bolsey, Contessa, Kodak 35, Signet, Exakta, Mercury II. Each lens complete with leather case.

\$15.88 each

Telephoto and wide angle set

\$29.95

Special Purchase! SUNRAY ARISTOCRAT ENLARGER

Ideal for the beginner. Takes negatives up to 2 1/2 x 3 1/2. Complete with lens and handy carrying case.

Reg. \$14.95

Special **\$9.95**

8 x 10 Easel **\$3.95**

2 SECTION FLEETWOOD CENTER

RISE TRIPOD

Light . . . Compact (closes to 23", opens to 60") . . . Steady! Easy lift action. Sure locking panhead.

Was \$19.95

Fotoshop priced at only **\$14.49**

7 SECTION POCKET TRIPOD

Just arrived from Europe . . . this sturdy duraluminum tripod is less than 12" closed. . . extends to 48 inches. Handsome rubber cord finish. Complete with miniature tilt top.

LIST \$11.90

Sale **\$7.99**

"the house of personal service"

fotoshop inc

136 WEST 32nd STREET

New York 1, N. Y. LO. 3-1973

NEW PRODUCTS

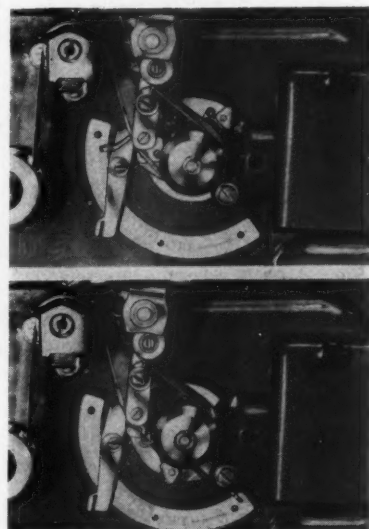
(Continued from page 32)

120 film with proper replenishment. Both developer and replenisher are single solution preparations, and letting on the bottles is fused into the glass. Finex L Developer, 1 qt. size only, \$1.25. Replenisher, 1 pint size only, 90 cents. For additional information and a brochure, write:

ANSCO
 BINGHAMTON, N. Y.

Magnetic Sound For 16mm Double Perforated Film

Bell & Howell's Soundstripe service permits recording and playback of magnetic sound directly on double perforated 16mm standard film, at 16 or



24 frames per second. It is no longer necessary to make a copy on silent film perforated along only one edge to provide enough space for the magnetic sound track. The sound stripe is placed between the film sprocket holes and the edge closest to the projector. Cost of soundstripping is 3 1/2 cents per foot.

Owners of Bell & Howell Filmosound 202 magnetic recording projectors can have them factory-adapted to record and playback double perforated film. A small roller which supports the film at point of contact between head and Soundstripe is added, in order to iron out the bumps. Photo at top shows Filmosound 202 with roller in running position, while the lower one shows roller in retracted position for ease in threading. Cost of adapting Filmosound 202, \$35. For further information, write:

BELL & HOWELL CO.
 7100 MCCORMICK ROAD, CHICAGO 45, ILL.

Universal 35mm Cassette

The Shirley Wellard Universal Cassette for loading bulk film can be used in all 35mm cameras with a pull-out rewind knob. An adjusting screw has been provided to insure lining up film

(Continued on page 38)

A MESSAGE TO THE WORLD'S BEST PHOTOGRAPHERS
ABOUT THE NEW

Pathé
MODEL E

16mm MOTION PICTURE CAMERA



NOW
EQUIPPED FOR
SINGLE SPROCKET
SOUND FILM!

FULL FRAME FOLLOW FOCUS

A feature formerly restricted only to the professional cinematographers now available in the Pathé "16". You sight directly through the lens in use while it is in use! You can follow focus—you see when the subject moves out of the depth of field—you can achieve perfect composition—from titles to landscapes you know the exact limits of your field. Now no more out-of-focus pictures...no more chopped heads...no necessity for parallax correction—there is no parallax. All the advantages heretofore enjoyed by Hollywood's top cameramen are now made available to you by Pathé engineering.



Let's look at the FACTS...and the facts are that the Pathé Model E is the most advanced 16mm camera available...with many superior FEATURES that make it the FAVORITE of those who are satisfied with nothing less than the best!

Let's suppose you are now considering the purchase of a 16mm camera. Does it have a full frame focusing device that permits you to sight through the lens all the while you are filming? Does it give you a full scale of six speeds up to 80 frames per second? Does it have a variable shutter that makes possible all professional effects? Does it have a film transport mechanism set for sound film?

Do you want a motor that gives you 75% longer run with one winding than any other camera? Do you want a superior and an exclusive 3-lens turret? Do you want a built-in hand-crank for forward or reverse action? Do you want a camera whose beauty of style has no equal?

You who read this magazine know movie cameras, you are the world's best photographers, you know quality and performance when you see it. We are not afraid to ask you to COMPARE the Pathé Model E with any other movie camera...at any price!

See the *Pathé* Model E at your favorite camera retailer, or write for free folder, Dept. P10, DIRECTOR PRODUCTS CORP., 570 Fifth Avenue, New York 36, N. Y.

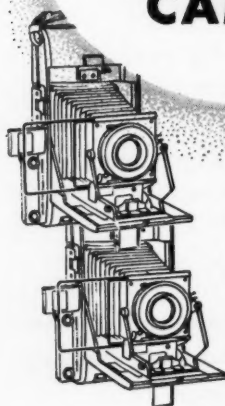
ANOTHER PHOTOGRAPHIC LEADER

POLAROID

with its World Famous
"Pictures-in-a-minute"
camera

SELECTS

RAPTAR LENS in RAPAX SHUTTER for the new, deluxe PATHFINDER CAMERA



After extensive tests Polaroid Corporation selected the Wollensak Raptar lens in Rapax shutter for its new, deluxe camera, the Pathfinder. The Pathfinder, the finest "pictures-in-a-minute" camera, required the finest lens and shutter (the heart of every camera). Polaroid found, as have so many other leading camera manufacturers, that there is no finer lens and shutter than Raptar lens and Rapax shutter. For a new thrill in photography try the new Pathfinder camera by Polaroid with the Raptar lens in Rapax shutter by Wollensak.

Raptar... *the MASTERPIECE of Lenses*

Wollensak
OPTICAL COMPANY, ROCHESTER 21, N. Y.

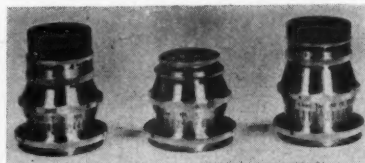
NEW PRODUCTS

(Continued from page 36)

with the track and sprockets of different cameras. After being wound on the spool, the film is inserted into a rotating inner tube within the cassette which completely protects it against light. Film is rewound into the cassette in the conventional manner. Price, \$5.70. For further information write: CAMERA SPECIALTY COMPANY, INC. 50 WEST 29 ST., NEW YORK 1, N. Y.

New Pieskar Lenses

A new line of Pieskar lenses is now available for owners of miniature type single-lens reflex cameras, who want telephoto, or wide angle coverage. These German-made lenses are coated, and all but the wide angle lens have pre-set diaphragms.



Pieskar telephoto lenses, in mounts to fit the Master Reflex (illustrated), Primar Reflex, Hasselblad, Contax-S, Praktica, and Exakta, are: 135mm, f/3.5 at \$120; 150mm, f/5.5 at \$80; and 180mm, f/5.5 at \$105. Also available for Contax-S, Praktica, and Exakta are a 40mm, f/4.5 wide angle lens at \$60, and 100mm, f/3.5 long focus lens at \$100. For more information write: ERCONA CAMERA CORP. 527 FIFTH AVENUE, NEW YORK 17, N. Y.

Mayfair Boom-Lite

This all aluminum boom-type light weighs 12 ounces complete, and will fit all standard light stands. It features 360 degree rotation for bounce and spot lighting, extends and retracts 3 ft. and has finger pressure swivel action. Control switch is at operator's position in the cord line. Price, \$6.95. For more information, and literature write: MAYFAIR MANUFACTURING CO. 89-93 GRAND ST., BROOKLYN 11, N. Y.

Photo-Lampshade

The Coast O'Maine Photo-Lampshade is custom-made from any four black-and-white negatives, prints, or



(Continued on page 42)

New SYNCTRON Electronic Flash

SUPER LINE

HERE IS THE WORLD'S MOST ADVANCED and versatile Electronic Flash. Choose nothing less! Synctron supremacy is now yours . . . in every price range . . . with these extra advantages . . . in the new SYNCTRON SUPER-SIX LINE.

SYNCTRON 208 "SUPER CANDID"
 • Light Output — 100 watt-sec. • Flash Duration — 1/2500 sec. • Weight — 6 lbs., 6 oz. • Battery or AC • \$127.50

SYNCTRON 207 "AMATEUR"
 • Light Output — 75 watt-sec. • Flash Duration — 1/3000 sec. • Weight — 6 lbs., 6 oz. • Battery or A-C. • \$95.00

SYNCTRON 100 "PROFESSIONAL"
 • Light Output — 100 watt-sec. With Booster Pack accessory 200 watt-sec. • Flash Duration — 1/5000 sec. • Weight — 10 1/2 lbs. • Battery or AC • \$180.00

SYNCTRON 200 "SUPER PRO"
 • Dual Light Output — 200 or 100 watt-sec. • Flash Duration — 1/1250 sec. • Weight — 8 1/2 lbs. • Battery or AC • \$230.00

SYNCTRON 215 "ECONOMY"
 • Light Output — 60 watt-sec. • Flash Duration — 1/3000 sec. • Weight — 3 1/2 lbs. • 115 Volts A-C only • \$69.50

SYNCTRON "ACCESSORIES"
 Sidelights, Remote Photocell Control, Extension Cables, etc. give you extra versatility

All prices less Battery and Charger. All prices tax exempt.

You Get
MORE LIGHT
 with Synctron

SEND TODAY FOR FREE FOLDERS
 Dormitzer Electric & Mfg. Co., Inc.
 5 Hadley St., Cambridge, Mass.

Please send me free Literature on Synctron Models.
 Pamphlet on "Why Rechargeable Wet Cell Electronic Flash is Your Best Buy"

Name _____

St. & No. _____

City & State _____

Synctron is a Quality Product of DORMITZER Electric & Mfg. Co. Inc.
 5 Hadley Street, Cambridge, Mass.

NO MOTOR... the weight of water alone does the rocking in CALUMET'S AUTOMATIC Rocker WASHER



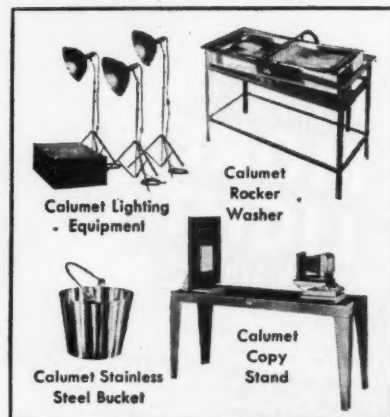
Model No. 500—Each section of double sink 21½" x 26½" x 6 inches, inside dimensions. Dimensions over all 26 x 59 inches. Height 39 inches. Under test conditions (permanganate hypo elimination test), each section will wash forty 8 x 10 prints free from hypo in 20 to 30 minutes. Price \$195.00, F.O.B. Factory, Chicago.

- Washes prints, stats, photocopies up to 20 x 22 inches in size.
- There's no motor or mechanism to get out of order on this rocker washer. Water alone, using the force of gravity, creates the automatic rocking action.
- While one side of sink is down, discharging hypo laden water—and becoming lighter, fresh water is being sprayed into other side—making it heavier. As soon as its weight becomes greater it then

rocks down into lower position where, in turn, its hypo laden water is discharged.

- Speed of this rocking action is controlled by the amount of water flowing into the washer. High water pressure not required.

- Double sink section of stainless steel. All welded steel stand. Rubber bumpers under rocker sink prevent jarring. Standard fittings for hose and drain connections.



Send for illustrated catalog showing the complete line of CALUMET equipment

Calumet Manufacturing Company

2326 SOUTH MICHIGAN AVENUE • CHICAGO 16, ILLINOIS



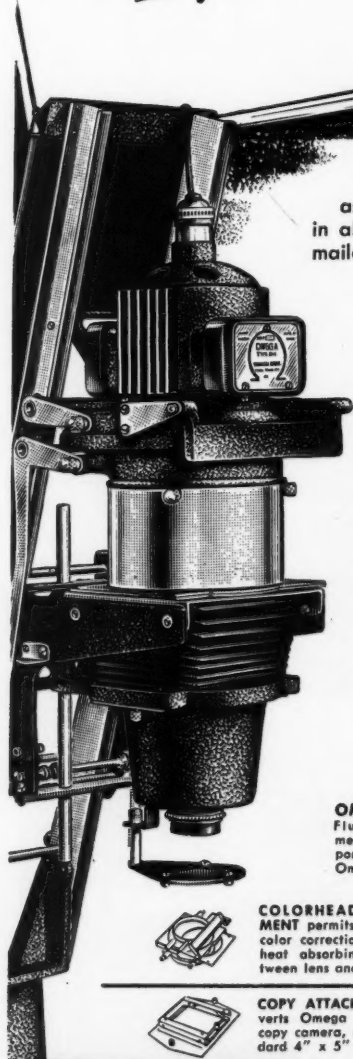
There is No Better...
No Finer 35mm Camera
than the

canon

WITH THE
SERENAR 50mm Coated f1.8 Lens
CLICK STOPS



How you can get
that "MASTER TOUCH"
in your enlargements



Free

the informative booklet already being
used by hundreds of darkroom enthusiasts
as a valuable guide for assuring "salon" quality
in all their enlargements . . . your copy will be
mailed FREE upon request.

omega D-2 the MASTER enlarger

Preferred by expert professionals and critical amateurs alike, because its precision operation assures top results! Created by skilled craftsmen, Omega D-2 has a true condenser system for every size negative from 35mm. to 4" x 5", matches auxiliary condenser focal length to the focal length (2" to 6 1/2") of the lens being used. Sturdily built with a counterbalanced head, the Omega has an inclined girder, smooth action rigid channel guides; uniformly brilliant, cool illumination and easy maneuverability.

omega D-2
\$168⁵⁰
STANDARD

With Colorhead
\$183.50

With Omegalite
\$159.40

OMEGALITE (separate) \$42.75
Fluorescent light source. Recommended for finest diffusion enlarging, portraits, etc. interchangeable with Omega D-2 standard condenser head.



COLORHEAD ATTACHMENT permits insertion of color correction filters and heat absorbing glass between lens and condensers.



SOFT-FOCUS ATTACHMENT Diffuses undesirable detail out of portraits for "salon" effect.



COPY ATTACHMENT Converts Omega D-2 into a copy camera, accepts standard 4" x 5" holders.



RAPID-SHIFT FILMHOLDER for rapid-fire enlarging of 35 mm. film with the Omega D-2 enlarger.

MAIL COUPON TODAY

Your FREE copy of "The 3 Basic Points of Print Quality" will show you how to get outstanding enlargements with that "Master Touch!"

SIMMON BROS., INC.

30-28 Starr Ave., Long Island City 1, N. Y.

Please send my FREE COPY of "The 3 Basic Points of Print Quality."

Name _____

Address _____

City _____ Zone _____ State _____

ANY PICTURE IS JUST A SNAPSHOT UNTIL IT'S ENLARGED!

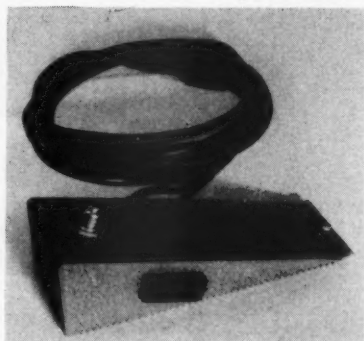
NEW PRODUCTS

(Continued from page 38)

color transparencies submitted. The shade measures 10 x 8 x 6 in. on each of the four sides, and comes equipped with threaded collar and bulb clip. Price, when made from black-and-white negatives \$5.95, postpaid. If prints or color transparencies are submitted, copy negatives must be made and 50 cents additional should be sent for each copy negative required. For more information write:
COAST O'MAINE STUDIO
BOOTHBAY HARBOR, MAINE

Wilco Foot Switch

The Wilco foot switch for darkroom work features an outlet in the body. Made of 18 gauge steel with nickel plated button snap contact switch, it is designed for 1000 watts, has corrugated rubber tread, and is finished in



red crackle enamel. Price complete with eight foot rubber insulated cord and conventional plug, \$3.95. For more information write:

WILCO ENTERPRISES, INC.
3626 NATURAL BRIDGE, SAINT LOUIS 7, MO.

Sylvania's new chart, "Multiple Operation of Flash Lamps," determines the voltages and capacities necessary to fire Sylvania Superflash lamps reliably in B-C series setups. This chart, complete with instruction sheet, is now available free of charge from: Sylvania Electric Products Inc., 1740 Broadway, New York 19, New York.

A kit containing ten masks for making Christmas cards, plus centering device, masking paper, and instructions, is now on the market. Price \$8.95. These masks, as well as masks for year round greeting cards, are available individually for \$1 each. For an illustrated catalogue, and more information, write: Chemipure Laboratories, 170-06 Hillside Ave., Jamaica 3, N. Y.

Anso's improved Hypan motion picture film, which appeared several months ago in roll form, is now available in 8 and 16mm magazines. Price for Twin 8 Hypan (25 ft. magazines), \$3.80 ea.; 16mm Hypan (50 ft. magazines) \$5.50 ea. For more information write: Anso, Binghamton, N. Y.



The feature-packed **GRAFLEX**

CIRO 35

...gets shots like this!



The only
range finder "35"
**UNDER
\$50*!**

* Models R and S

"Candidly" Why Pay More?

Ciro 35 R, as shown, f/4.5 lens \$44.15
Ciro 35 S, with f/3.5 lens....\$49.05
Ciro 35 T, with f/2.8 lens....\$89.50

● When you examine and handle the CIRO 35, at your Graflex dealer's . . . you'll be amazed that "so much camera" can be sold at so modest a price. For the CIRO 35 can match features with the most expensive "thirty-fives" in America! All models have coupled range finder to help prevent out-of-focus shots; built-in flash synchronization; coated lens; film counter; and scale focusing for sharp results every time! Compare the price and the features with any other camera of its type . . . and you'll see just why the CIRO 35 is today's most outstanding buy on the candid camera market!

Prices subject to change.



PERFECT PACKAGES FOR LOW-COST COLOR!

Ciro 35 with f/4.5 or f/3.5 lens.
Ciro leather case, ever-ready type.
Ciro 35 Flash for pictures any time.
Complete package

With f/4.5 lens only \$56.50. With f/3.5 lens only \$61.40.



GRAFLEX®

Prize-Winning Cameras

Takes Wonderful Color Slides Too!

Graflex Inc., Dept. 147
Rochester 8, New York

Please send me details on the Ciro 35 and accessories.

Name _____

Street _____

City _____

County or Zone _____ State _____

You Haven't Really Seen Your Slides Until You've Used The

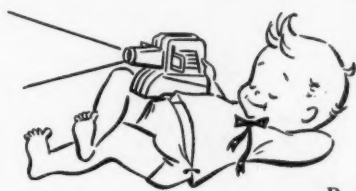
New **BRUMBERGER** Versatile 300 Watt **Slide PROJECTOR**

for 35mm, Bantam and
2 1/4 x 2 1/4 Slides

It's COOLER!

So cool, you can even sit on it — after hours of use! No fried slides — they're actually kept *below* body temperature! Longer lamp life . . . safe — no burnt fingers! And, unless the high-powered cooling fan is switched "ON", you just can't project!

*And It's
So EASY...*



Even a child
can operate
the lightweight
Brumberger Versatile

Slide Projector — with vertical and horizontal tilts, vernier lamp adjustment — interchangeable slide carriers that snap into place . . . and it's so simple to change the lamp or clean the condensers!

Order Today From Your Dealer!

\$69⁵⁰

Tax incl.

*It's
BRIGHTER!*

The revolutionary aspheric optical system actually *multiplies your light!* Brilliant coated f:3.5 5" Anastigmat lens with easy Helical focusing gives your transparencies more depth and clarity than you ever thought were there!



See these famous BRUMBERGER Slide Products at your dealer!

SLIDE BINDERS

All steel with glass. For Bantam, 35mm and 2 1/4" transparencies. They're economical . . . snap together and apart for use over and over again. In small and large packages.

SLIDE FILES

All steel, individually or group partitioned. Handy, handsome and sturdy . . . they're made in all popular sizes at popular prices. Complete with handle and snap locks.

SLIDE VIEWER

Versatile illuminated table viewer, for 35mm, Bantam and 2 1/4" transparencies. Brilliant enlarged image, automatic slide centering device. **ONLY \$6.50**

Write For Free Catalog

BRUMBERGER
34 Thirty Fourth St. • Brooklyn 32, N. Y.



Dad's for STEREO...

STEREO VIEWER

Here's the most brilliant, sharpest 3-dimensional image ever—with the touch of a button light switch! Precision engineered of colorful, lightweight Polystyrene (practically unbreakable), with optically ground lenses and pin-point focusing. Luxuriously styled, yet amazingly low priced! Takes standard 1½" x 4" mounts.

#1265 Viewer (No batteries)

ONLY \$9.95

STEREO BINDERS

The easiest-to-use, most accurate binder made! Transparencies automatically centered and aligned between glass in all steel frames... no kits, masks or tape required! Accurately spaced prongs hold transparencies in perfect alignment. Simple snap assembly... can be used over and over again.

#1166 Binders 24 sets

ONLY \$4.50

STEREO FILES

Protect and file your slides in handy sequence. Portable, handsomely finished steel.

#1115 holds 115* metal or glass slides and your viewer\$6.50

#1116 holds 150* metal or glass slides (no viewer compartment)\$6.50

#1111 single-tier file holds viewer and 50 metal or glass slides in group compartments, or up to 125 cardboard mounts. \$3.95

* Holds twice as many Ready Mounts



Family Favorites...



*Mom takes
MOVIES...*

REEL CHESTS

All-steel, for filing and storage of your valuable films. A touch of the tab moves the selected reel forward automatically.

#1008.....12 - 8mm. 200 ft. reels & cans.....\$6.50

#1009.....12 - 8mm. 300 ft. reels & cans.....\$7.50

#1010.....12 - 8mm. 400 ft. reels & cans.....\$7.95

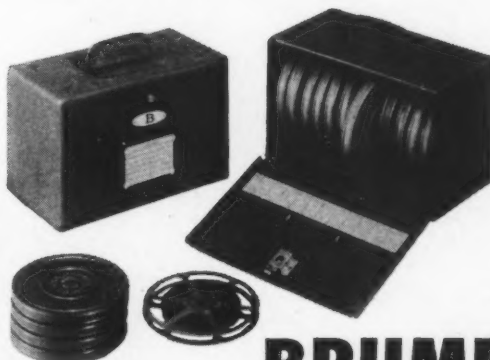
#1016.....9 - 16mm. 400 ft. reels & cans.....\$7.50

REELS & CANS

Handsome oven-baked grey enamel finish. Reels marked at 50' intervals. Cans ribbed for stacking.

ITEM No.	SIZE	REELS	CANS
#1018	8mm. 200 ft.	.45	.45
#1019	8mm. 300 ft.	.55	.55
#1020	8mm. 400 ft.	.55	.55
#1024	16mm. 200 ft.	.45	.45
#1026	16mm. 400 ft.	.55	.55

... perfect for TAPE RECORDINGS, too!



*...the
BRUMBERGER
Equipment Family!*



*Junior's a
DARKROOM fan...*

DARKROOM SAFELIGHT

Versatile, 5" x 7", all steel. Use as retouching stand, viewer, etc. With bulb, cord, switch and amber filter.

#1860\$5.95

Extra red, green, amber, clear or ground glass filterseach 98¢

MASTER PHONES

Convenient communication between darkroom and other rooms, up to 100 feet apart. Uses standard flashlight batteries. Complete with wire, instructions and guarantee.

#211 Phones (less batteries)...\$7.50

PAPER SAFES

Sturdy, all-steel, handsome finish. Ingenious door opens easily, closes automatically.

#1810 has 3-8"x10", 4-5"x7" shelves\$10.95

#1814 has 4-11"x14" shelves, 1 extra deep 11"x14" shelf\$19.95

CONTACT PRINTER

Precision built, all-steel, finger tip control. Split cover with continuous hinge. Opal glass offers perfect light diffusion with no hot spots. Accurate margin adjustments. Supplied with red bulb.

#1057\$23.00



write for FREE CATALOG!

They're All For BRUMBERGER

34 Thirty Fourth St.
Brooklyn 32, N. Y.



how large should a print be?

◁ BERENICE ABBOTT SAYS:

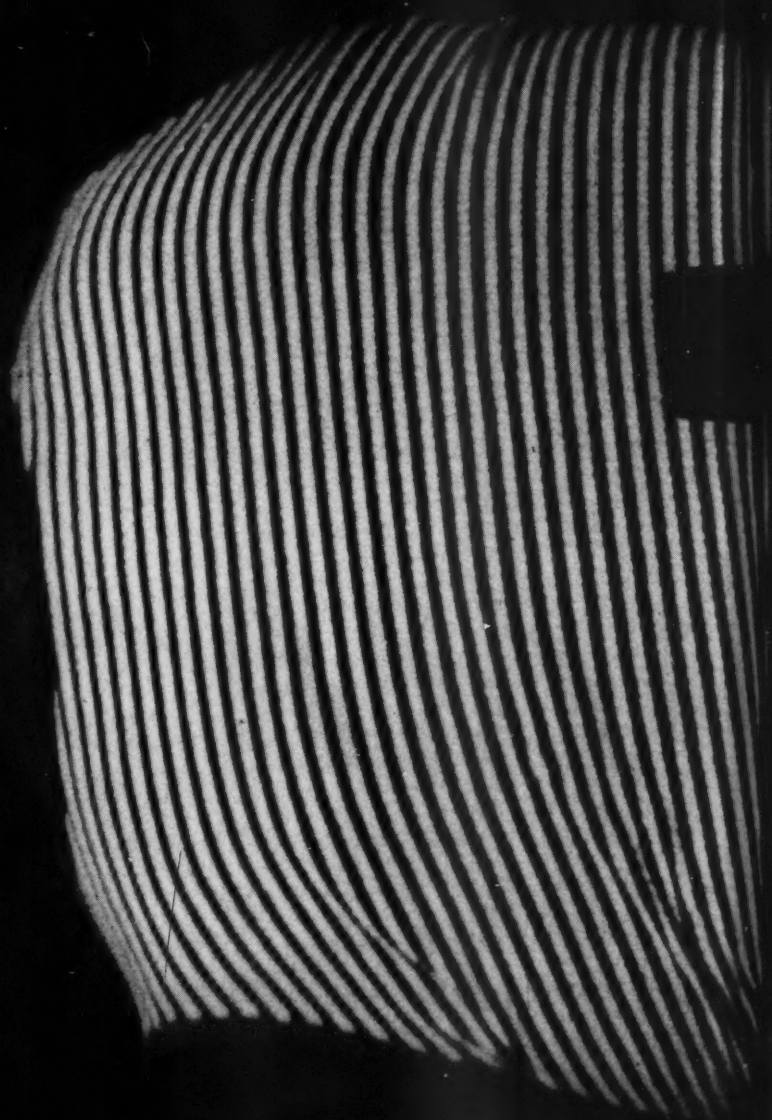
Print size can be anything from one inch to six feet, depending upon the conditions governing its situation and purpose. Generally speaking, you see more in a big picture. Its sheer size reveals more detail. We must consider, too, how you see photographically. If you see in effects as a painter sees impressionistically, that is one thing. But if you see in the sense that photography is a realistic medium and that detail is one of its most beautiful qualities, then the size at which you best see the detail is the determining factor. Actually, there can be no rules about size, any more than about selection of subject matter or composition. Look at this picture, *Raindrops on a Window*. It was taken during a big blow last November. I used an 8 x 10 camera simply to obtain as much detail in the raindrops as possible. I made a contact print, feeling that this size would show the subject matter to the greatest advantage. Anything larger would tend to become mushy, for the raindrops must be sharp or there is no picture. The 8 x 10 camera was equipped with a 9½-inch Dagor lens. The exposure was made in one second at f/11 on Super Panchro-Press, Type B film. Daylight on a dark and stormy afternoon.


(Editor's note: MODERN PHOTOGRAPHY asked Edna Bennett to query six photographers about their views on print size. Some of them thought it an objective matter, some personal. The replies are based on the assumption that the negative is capable, technically, of enlargement or reduction to any desired size without loss of tonal quality or detail. Their opinions may explain why some of your own prints have failed to convey your ideas clearly. Re-examination, aided by an enlarger, may provide the answer.)

▽ WALTER ROSENBLUM SAYS:

I've given a lot of thought to print size. I believe that it is resolved by the function of the photograph. If you wish to make your photographic statement as powerfully as possible, then all things must be utilized—size, print quality, paper surface, and so on. Photography is a means of communication. Different sizes affect the function of the elements—give different emotional connotations. Print size is an intuitive thing. In *Harlem Kids* I made print sizes up to 11 x 14, but settled for 4 x 4. Nor did I hesitate to put it in an exhibition. I felt that the kids in that back yard were like little dolls surrounded by debris and the small print conveyed this best. If I had taken the picture to show housing conditions in Harlem, I would have made the print big enough so you could count each grimy brick, but this size says honestly what I saw and felt. Exposure was made in 1/50 at f/8 on Super-XX with a Rollei. (Continued on next page)







△ **LIZETTE MODEL SAYS:** To me, distance from the viewing point is the most important factor determining size. When held in the hand, prints ranging from 5 x 7 to 11 x 14 are satisfactory, but at ten feet 16 x 20 is better, and in the Grand Central Station a mural would be necessary to achieve the same impact. Most photographers, however, feel that every style demands a specific size. I, myself, like large prints. I photograph life size. Once the shape of the photograph is found, the selection of sizes for all purposes and surroundings can be made. Innumerable *original* photographs from miniature to mural can be produced from a single negative. To neglect this unique characteristic of photography or to discriminate against it as being commercial or inartistic is to ignore the potentiality of the medium instead of using it. After all, value can be seen in any size! The picture of the circus man resting was printed in the 11 x 14 size. It was made with a Rolleiflex in 1/25 second on Super-XX. (Continued on page 118)

the new trend in color

the new trend in color photography is away from color as we have known it till now. Gone are the days when the "any color as long as it's red" rule held sway over amateur and professional alike. In this color portfolio are pictures by both amateurs and professionals. Several of these photographs have been shown at camera clubs. One is from a photographer who exhibited at the Museum of Modern Art's show on abstract photography. Others gained a photographer enough attention from picture editors to warrant assignment using the straighter approach to color photography. These pictures were made by people working in different fields of photography. Edward Brown, now in the Army, was a young photographer who worked in a studio mainly on commercial fashion work, though he also did some reportage. Arthur Lavine, also a young man, has had single photographs as well as picture stories published in many magazines, including *Fortune*, *Collier's*, *Modern Photography*. He is a photo journalist by vocation, an experimentalist by avocation. At present, Norman Rothschild works for a camera store as a living and takes pictures for a hobby. He did, however, spend 9 years in a studio, doing portraits and general shooting. Later, in the Army, he was graduated from the Signal Corps Photo Center in Astoria, N. Y. He has shot nothing but color since 1942—and first began color photography in 1928 on Lumiere and Agfa plates. Edward Gallob has been a commercial and editorial illustrator for 6 years and works with his wife, child photographer Tana Hoban. So, we see that to photographers of varied experience, beginners and veterans alike—the recording of the colorful "real" world about us is not sufficient. They are taking their only tools (film, filters and cameras) and—because they can add nothing to their work in the darkroom—putting all of their imaginative efforts into the taking of pictures.

Unlike the painter, who may add to or subtract from the scene before him (presuming he is working from reality) at his leisure, the photographer is limited to the subject matter which appears in front of his lens. But the color photographers represented on these pages have been able to show us things that would not be apparent to our eyes if we were present with them on the scene. The most extreme examples of the photograph of something that isn't there are found on page 54. You never saw a setting sun that looked like Gallob's, and you never saw a branch of a tree like Lavine's. "I wanted the sun a huge ball of fire behind the delicate pattern of pine needles", says Gallob. "Normally the sun photographs very small. To exaggerate the size of the sun I used a long focal length lens (6½-inch Cooke Anastigmat) at the full bellows extension of the camera (3¼ x 4¼ Graflex), focusing wide open at f/2.5. This combination kept the pattern of the pines sharp only in the extremely narrow depth of field—at the same time the image of the greatly out of focus sun was given the exaggerated feeling I wanted to capture. All of this had to be taken very late in the day when the light value of the sun was low in relation to that of the surrounding sky." Thus, to get a special effect, which existed only in his imagination, Gallob used his tools to change the relationship between sun and pine tree, which our eyes see, into one which our eyes could not see in reality,

Edward Brown made this blue photograph of New York's Third Avenue, under the El, on a rainy day. He used 4 x 5 Daylight Ektachrome film.



e,
n.

Right. Arthur Lavine took this combination shadow and multiple reflection shot on the deck of a ferryboat. He used a Rolleiflex, f/8 at 1/25 second, no filter, Ektachrome.

Far right. Macy's annual Christmas toy parade is held on Thanksgiving Day—not the best date for favorable weather. For this Lavine had to shoot wide open, f/3.5 at 1/5.

Below. Norman Rothschild used Type A Kodachrome for this snow scene. He shot it with a Rolleiflex, equipped with a Bantam Adapter, in morning sunlight, f/5.6 at 1/50.





△ Norman Rothschild made this triple exposure of a reflection of a sign in water in the late afternoon with a Kine Exakta V. The first exposure was made without a filter, the second with a Wratten A, third with a Wratten 85. Taken on Kodachrome Type A.
◁ Photograph of man sitting in car was also done by Rothschild with Exakta, Kodachrome, $f/5.6$, $1/25$ sec. in late afternoon sun.



△ Edward Gallob took this photograph of the sun through a spray of pine needles just as the sun was setting. He used a $3\frac{1}{4} \times 4\frac{1}{4}$ Graflex with a $6\frac{1}{2}$ -inch Cooke Anastigmat lens, at $f/2.5$, $1/25$ th on daylight Kodachrome.



◁ Lavine looked on Rolleiflex ground glass, saw branch of tree with yellow and green leaves, and beyond it, a pool of blue water. He turned camera as he took picture, $f/22$ at $1/2$.

but now can see in his photograph. Yet the sun does not seem out of focus.

Rothschild's triple exposure of a reflection of a sign in the water (*bottom, page 53*) is another example of the making of a new reality through the creative manipulation of a real scene. In this case Rothschild, who had been experimenting with double exposures and filters, became interested in the "ghost-like" quality of the sign reflection. He wanted to effect added images, but to change the color of the second and third images. He took his first exposure without a filter and since he was using Type A Kodachrome outdoors, this resulted in a bluish effect. The second exposure was made with a red filter and gave the sign a pinkish cast. The third exposure was made with a correction (Type A) filter which cut out the blue and gave a whiter effect.

In the same trend, Arthur Lavine worked to get his blurred leaves. "This photograph was done when I was experimenting with blended color effects produced by camera movement, slow shutter speeds, and out of focus photographs. In black-and-white, this same photograph would be a blob of nothing. But in color it becomes alive—the interplay of blues and greens and yellows giving an impressionistic, shimmering sort of effect. All is based on color—and the photograph has no reason for existence other than the revealing of color—except possibly for the effect of movement created by the camera's turning in an arc during the $\frac{1}{2}$ second exposure, hand held." (*Page 54*)

Lavine's point that his blurred leaves are "a blob of nothing" in black-and-white applies to the other photographs in this set. Visualize any of them in black-and-white—and you will see how ineffective they would be. Says Norman Rothschild of his photograph of a fence in the snow at the *bottom of page 52*: "Many people will say that this shot would be just as good as a toned black-and-white. This is not so. No toning process can reproduce the nuances of blue given by the color film."

You will notice, if you read all the captions, that most of these photographs were taken with equipment readily obtainable by amateurs. Further, subject matter is not exotic—but is available to all—rain, snow, the setting sun, a tree, shadows, a balloon seller, a friend in the front seat of an automobile. Yet these everyday subjects have been turned into pictures of great pictorial interest—because the eyes of the makers are photographer's eyes. Just as none of these photographs would be anything in black-and-white, so the treatment of each subject is photographic rather than painter-like. None of these photographs is imitative of painting. Even Lavine, who uses painter's terminology, when he says that he likes the "impressionistic" effect of the blurred leaves is aware that this is photographic impressionism, not painting, since the effect obtained by movement of the camera, is quite different from that of the application of paints to a canvas.

Part of this creative effort is the simple recognition of what a change in the weather or the time of day can do to the color of the world around us. In the late afternoon, the lack of light may knock down color to browns and blacks inside an automobile, while the sun throws one highlight streak of yellow across a friend's face. Now, you and I know that the friend's face is not yellow, but we also realize that the sun may, for a few moments, paint it yellow. We also know, along with photographer Edward Brown (*page 51*), that the pervasive color of a rainy day is blue. (Remember the popular song "I get the blues when it rains, the blues I can't lose. . .") And we remember that neon signs seem brighter on drab days—and traffic lights that we must search for in sunlight glare at us from the depth of blue shadows on rainy days. Thus, Rothschild and Brown have merely intensified reality for us. And two pictures which seem unreal on the surface are comments on the fact that we do not use our powers of observation as acutely on a daily basis as we might.

Since photography is always partly mechanistic, the element of accident plays a large part in its results. Yet, all of these photographs were the result of controlled planning. Experimentation, which produced these interesting photographs, is not based on haphazard clicking of a shutter with any kind of film. Lavine worked carefully to get his multiple reflection and shadow shot of the man on the boat (*top, page 52*). He had to stretch his exposure as far as he could so that he could stop down to $f/22$ to get as much depth of field as possible, since the reflection was much further away than the shadow. And in his photograph of the balloon seller, Lavine had to work against the very poor light of a gloomy day. He added a Skylight filter to warm up the picture and a long exposure for a hand-held camera— $1/5$ second.

The thought for each of these photographs came first—and before that, sufficient knowledge of what films, filters, lenses could do to reality to permit these photographers to extend reality and photographic vision.—*Jacquelyn Judge*

Combined view-rangefinder has three different magnification powers, also shows field of view of 50,100,135mm lenses.

Control lever for rangefinder magnification.



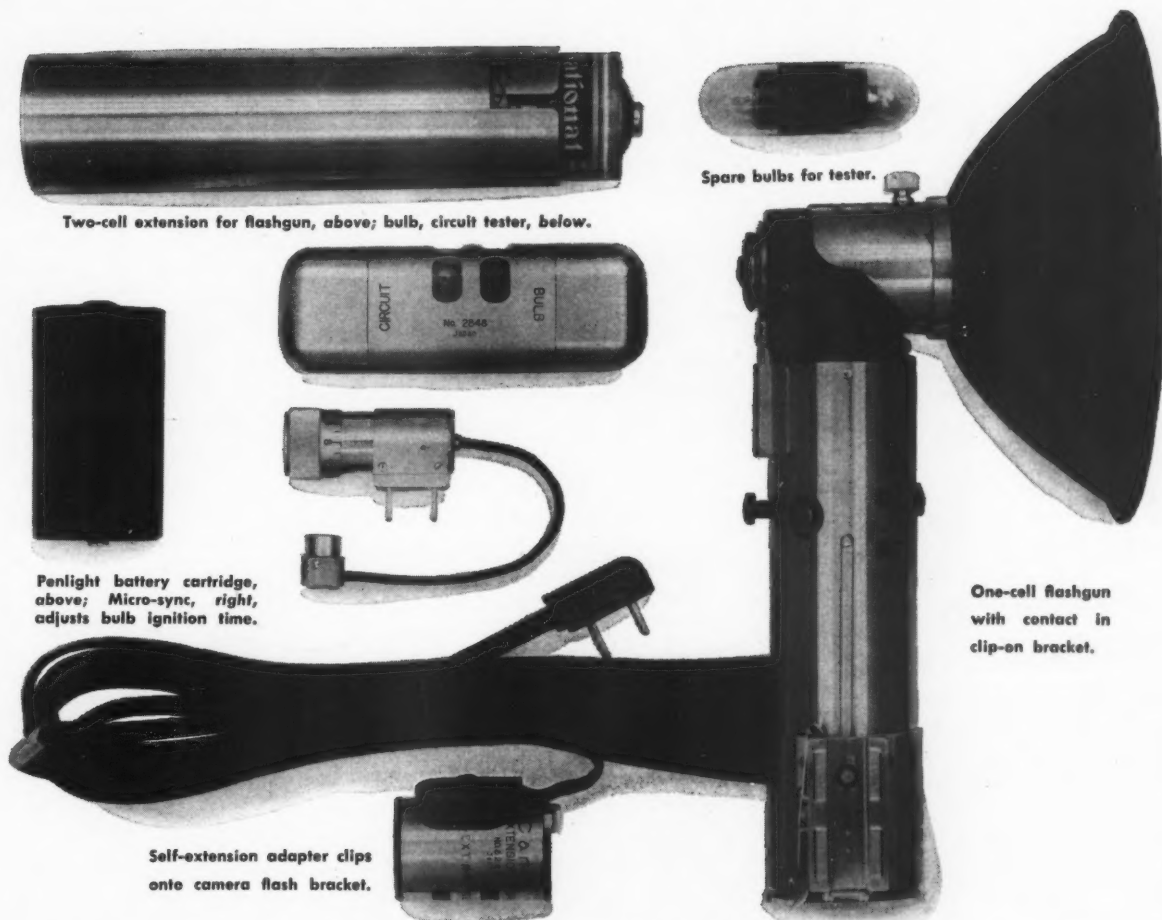
report on the CANON

**Modern takes a critical look
at a new 35mm importation**

by John Wolbarst

IF YOU have ever heard of the Canon camera, except in an advertisement, you are in a minority among American photographers. If you have ever seen one, you can put yourself in an even smaller group. Should you happen to have bought a Canon more than three months ago, you are probably either a member of the Armed Forces who served in Korea or Japan, or an extraordinarily astute (or reckless) camera buyer. For here is a Japanese camera which, up to now, has been virtually unknown and ignored in this country by the "experts". Yet, in the opinion of MODERN's editors, the Canon is an extremely interesting 35mm camera. It soon will make its appearance on the American market in quantity.

The Canon is manufactured by the Canon Camera Co., Inc. of Tokyo, which also produces Serenar lenses, as well as the raw optical glass from which they are made. The first model appeared about 1935 and was in most ways a frank copy of the Leica of that period, although it looked slightly different. Whereas the Leica has always had smoothly rounded ends, the Canon body tapers somewhat and has flat, narrow ends. No information is available as to the performance or quality of the



Two-cell extension for flashgun, above; bulb, circuit tester, below.

Spare bulbs for tester.

Penlight battery cartridge, above; Micro-sync, right, adjusts bulb ignition time.

One-cell flashgun with contact in clip-on bracket.

Self-extension adapter clips onto camera flash bracket.

\$100.70 flash outfit originally designed for Canon IV above; basic flashgun will be sold separately for about \$30.

pre-war Canon cameras, which were produced on a very small scale.

The Canon plant escaped serious damage during the war and camera production is said to have started again as early as 1946. This appears to have been the Model II camera, equipped with a Serenar 50mm, f/3.5 lens of four elements. Shutter speeds went to 1/500 sec.

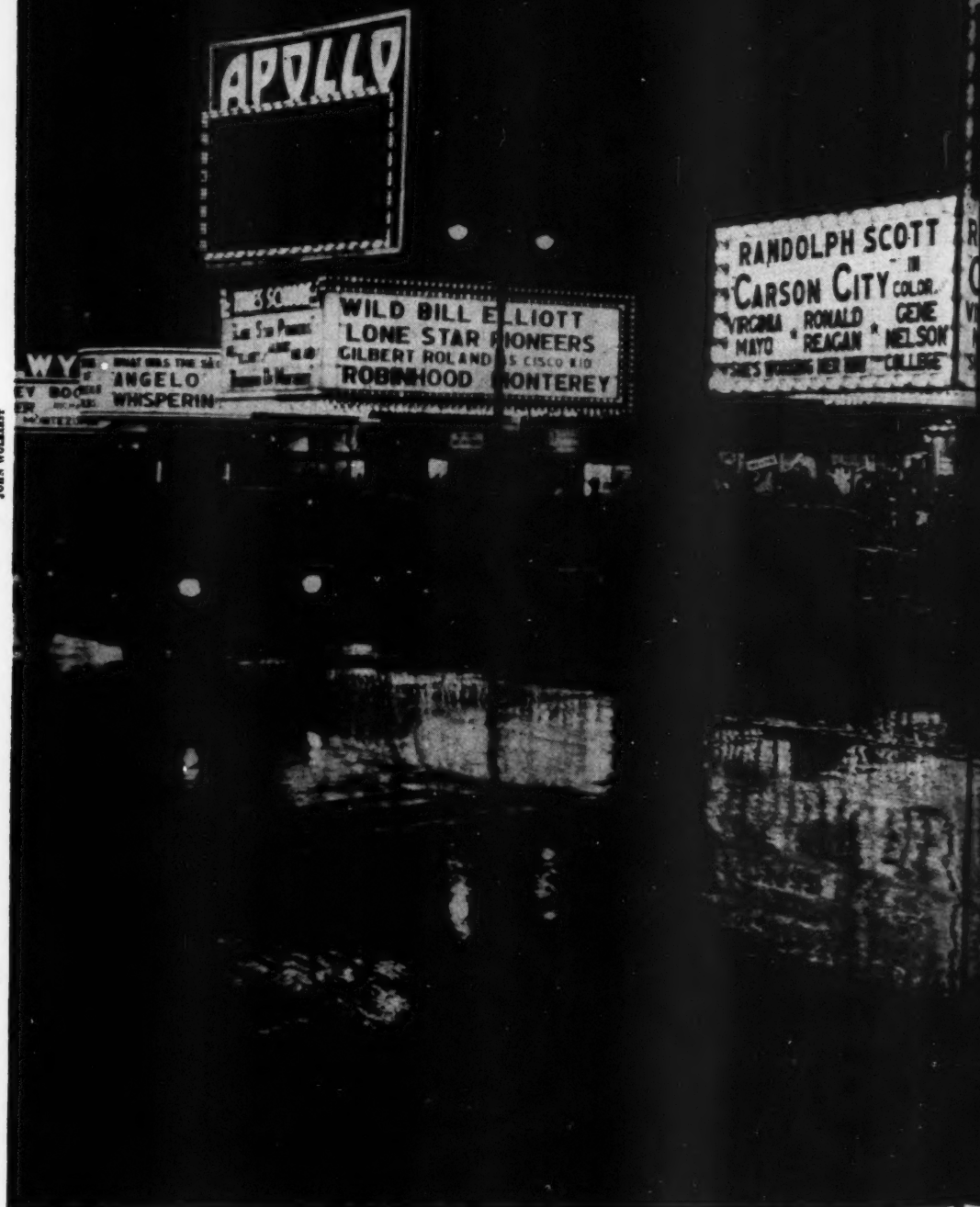
During the following two years the Canon plant must have been a beehive of design and development for late in 1949 a greatly improved, largely redesigned Canon appeared, accompanied by an impressive array of lenses. It is hard to give an exact model identification to this camera—Canon literature and Japanese photo magazines have confusing references to Models IIA, IIB and IIC of that period. The camera had speeds to 1/500 sec. It was distinguished by a truly remarkable single window combined view-rangefinder, with three degrees of magnification. With each change in the magnification of the rangefinder there was a change in the viewfinder field. The field of view shown was designed to correspond with the field of view covered by the 50mm, 100mm, and 135mm lenses respectively.

Shortly after this camera appeared, the Model III

was introduced with shutter speeds to 1/1000 sec. and a Serenar six-element, collapsible 50mm, f/1.9 lens.

The Canon managed to escape critical attention in the U.S.A. for a long time. However, it did not escape the attention of the service men and women in Japan. During 1949 and 1950 about 95 percent of the production of the Canon plant is said to have gone to Post Exchanges where the cameras could be had for about \$105. By the end of 1951 production had got up to about 800 per month, mostly of the Canon III, and there was a long waiting list in all the PX camera departments. As for the Japanese, they barely got a look at the Canon, except in the hands of Americans.

This situation changed abruptly at the beginning of 1952. Although a San Francisco firm, C. R. Skinner & Co., had imported some Canons, only a comparatively few were sold in this country. For a Japanese camera manufacturer, effective distribution in foreign lands, particularly the U.S.A., was a major problem. The Canon Camera Co. also needed to expand and improve plant facilities. It therefore concluded a deal with Jardine Matheson & Co., a giant British trading firm with worldwide connections. In return for an invest-



Ultra-wide-angle 28mm, f/3.5 Serenar lens was used for rainy scene on West 42 St., New York City. Sharpness at f/4 permitted 1/40 sec. exposure. Arrows show 50mm lens coverage from right edge.



VICTOR

THE WILD BEAST THAT
IMPERILED NEW YORK

"KING KONG"

DENNIS O'KEEFE

"LEOPARD MAN"

THE BEAST THAT IMPER

"KING KONG"

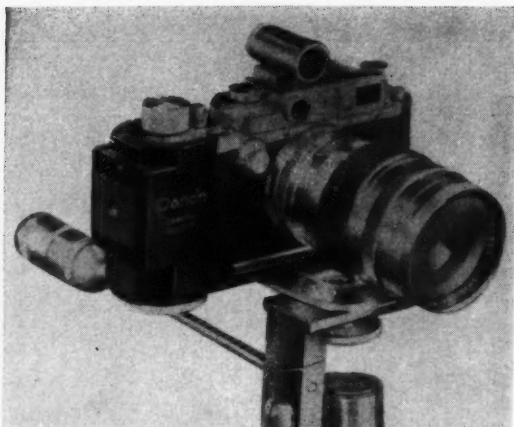
WOMEN RIPPED BY FA

"LEOPARD MAN"

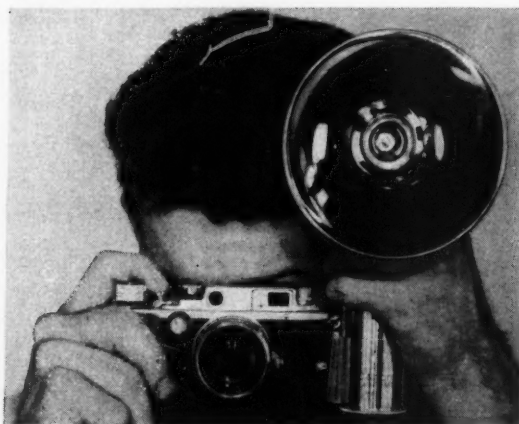
OTT
IN
COLOR
GENE
NELSON
COLLEGE

RANDOLPH SCOTT
IN
ORSON CITY
VIRGINIA
RONALD
REAGAN
WORKING MEN

IN
COLOR
GENE
NELSON
COLLEGE



Among many Canon accessories is novel "camera holder" to give firm support for big, heavy lenses.



Flashgun clips to end of camera, provides excellent grip for holding camera. Entire flash setup is rugged.



Ingenious loading spool has center spindle which springs up with quarter turn by fingertip, makes it easy to remove spool from camera. When spool is replaced, pressure and slight turn lock spindle down.

ment which has been reported unofficially as over \$1,000,000, Jardine Matheson & Co. obtained world export rights for the Canon. As a result, facilities and production were expanded, the Model IV camera appeared, and plans were announced for its introduction into this country where it was to be handled by some of the biggest photographic distributors in the business.

The present production is said to be about 1,600 cameras monthly. Of this, 30 percent goes to Japanese markets (the low-priced PX supply of Canon IV's has been cut off) while the remainder is sold in South America, Australia and other countries. By December, plans call for 2,000 cameras monthly, with the additional numbers going to the U.S.A.

The capabilities of the Canon first came to the attention of MODERN's editors about a year ago, when photographer Horace Bristol sent in from Tokyo a load of beautiful photos made with the camera. They were among the original illustrations for his book *Tokyo on a Five Day Pass*. We were able to get a Canon III body and an 85mm, f/2 Serenar lens for study.

The Canon body was torn down and examined carefully, and during the past year was used with various lenses to make at least 1,000 negatives, during which time it performed perfectly. Canon cameras were examined in repair shops, hockshops and other places. Extensive correspondence with service men in the Far East provided interesting information on the camera's reliability. However, with the announcement of plans to import the Canon IV and all its lenses, the camera ceased to be of mere academic interest. Through the cooperation of the importers, Balfour Guthrie & Co., Ltd., a new Canon IV and a number of lenses were withdrawn at random from stock. It is on the basis of the experience with the Canon III body, the Canon IV and the lenses which were available, that this report was prepared.

The Canon IV camera

The Canon IV is a 35mm camera which takes standard film cartridges. The die-cast aluminum body construction is similar to the Canon III except that it is fitted with flash synchronization, which will be discussed later. The camera comes equipped with a Serenar 50mm f/1.8 lens in a non-collapsible mount.

All the operating controls of the camera are similar to those on the Leica, and so is the shutter mechanism, film transport, loading technique, and lens mount. Lenses and some accessories are designed to be interchangeable with the Leica and similar 35mm cameras.

The rangefinder and viewfinder are combined, and as explained previously, three degrees of magnification are provided. Very careful and extensive tests showed that this mechanism worked perfectly. In dim light it was easy to focus (*Continued on page 120*)



This is one of Horace Bristol's photos which interested MODERN's editors in Canon. Serenar 50mm f/1.8 lens; 1/200, f/4.5.

HEARST PICKS ITS BEST

BY SEYMOUR SPECTOR

CAMERA EDITOR, N.Y. JOURNAL-AMERICAN

IT WOULD SEEM simple to win in a photography contest that has just 16 entries and pays off in 41 cash prizes totalling \$5,000 plus a silver cup... but it isn't as easy as it sounds. Not when each entry represents a year's work in a giant metropolitan daily newspaper.

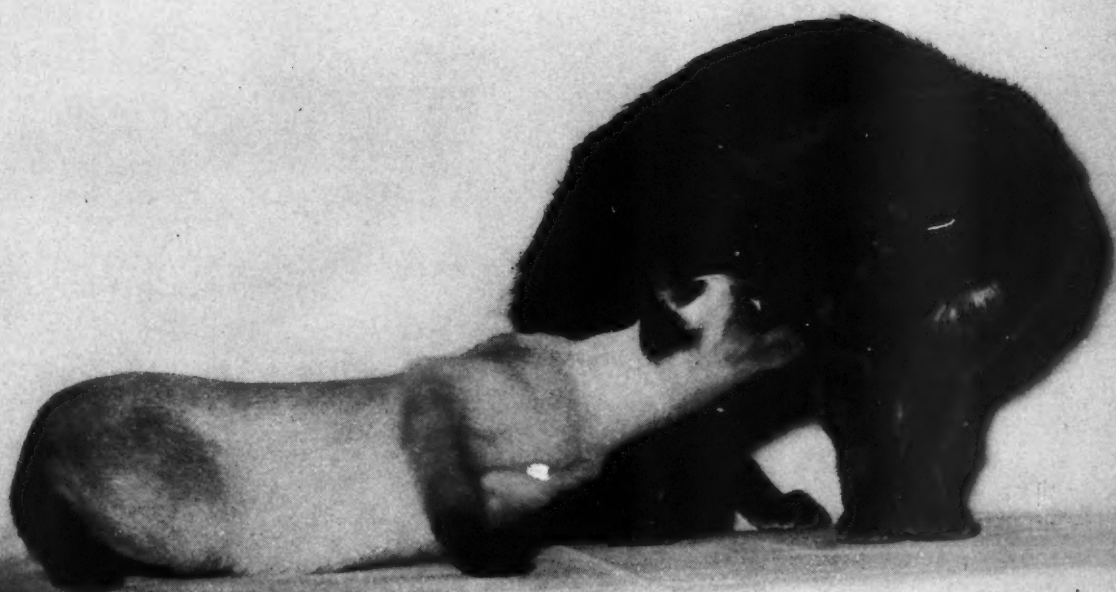
To the New York *Journal-American*, winning the Hearst Newspapers' Annual Photographic Prize Competition was one of the year's big scoops. To land a first place award in a contest where each of 16 entries consists of a book of photographs compiled from an entire year's photographic output of a separate newspaper is something for any photographer to write home about.

Since the Hearst Competition is strictly a "family" (Continued on page 108)

JOE LOUIS' LAST STAND, by George Miller, caught Marciano landing one of the blows that rang down the curtain on a great career. Two electronic flash tubes overhead, plus one at the camera, provided the light. Speed Graphic fast pan film. The exposure was 1/400 sec., f/11.







USS ORISKANY, left, was photographed by George Miller as the huge flattop moved up East River past Lower Manhattan and the Brooklyn Bridge. At the time the picture was made, the *Oriskany* was participating in a plea for blood donors for the US Army in Korea. The thing that makes this a top-notch news photograph is the fact that the picture stands alone in eye appeal and interest even though the story it originally illustrated has long been dead as a current news event. Miller's camera was the news photographer's traditional "second wife," a 4 x 5 Speed Graphic. The exposure for this shot was 1/400 sec. at f/11 on panchromatic film.

SEZ YEOW?, by Ben Sandhaus, was made at a cat show while two feline competitors were being judged for prize awards. Humor that is genuine rather than contrived or forced is the rarest of ingredients in any kind of photography—and especially so in news photography. Sandhaus made the most out of what, picturewise, might have been a dullish assignment by waiting until the natural curiosity of the two cats overcame their reserve. A single flash provided enough illumination for an exposure of 1/400 second at f/16 on Super Panchro-Prest Type B cut film. Sandhaus' Speed Graphic lens was an f/4.7 Optar with a five inch focal length.

YUM YUM!, by George Reidy, below, was snapped during a Times Square Bond Selling Rally in which stars of radio, stage, and screen volunteered their services. Reidy's recipe on this picture was loaded with the ingredients which make a picture editor happy. The boy-meets-girl angle is certain to draw reader attention; the uniform, background banner, and action taking place are strong clues to the timeliness of the story involved; Binnie Barnes awaiting her turn (at right) to greet the hero, supplies personality interest. Reidy used a Speed Graphic with an Ektar f4/7 lens, single flash, and fast pan film. Exposure, 1/200 sec.





FOUR ALARMER, by Bob Laird, is an unusual shot of blacked-out firemen standing among snakes of hose. Laird is a fire specialist who has photographed so many conflagrations that he finds it difficult nowadays to identify the time and place many pictures were made. On the job, he gives a picture of the fire fighters in action, or a study of the emotional effect of the fire upon the burning building's occupants, precedence over a straight documentary of the building itself. For this picture, he used a No. 22 flashbulb to get illumination in depth.



...and the man in the
 picture was photographed
 in the United States with
 a camera. ... about the
 American ... the picture
 taken ... the picture ...



...the man in the
 picture was photographed
 in the United States with
 a camera. ... about the
 American ... the picture
 taken ... the picture ...



...the man in the
 picture was photographed
 in the United States with
 a camera. ... about the
 American ... the picture
 taken ... the picture ...



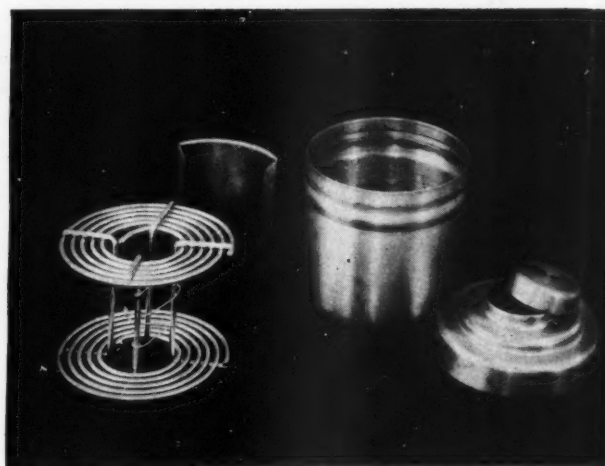
△ **D.O.A.** in the vernacular of the police means "Dead On Arrival." The newspaper photographer's job is not to choose the subject matter he enjoys framing in his viewfinder, but, instead, to get the best possible picture of the news event he was sent to cover. Chris Daly used a No. 5 flashbulb to light the doorway where a boy met his death in protecting his mother from a gunman.

HELPING HAND is the kind of bright ▷ human interest that a picture editor welcomes as a change of pace from the mass of tragedy, accident, and straight news shots which predominate in a newspaper's daily picture coverage. The patrolman in this picture by Vincent Lopez is explaining street crossing discs to a child just starting to school. The exposure was 1/200 at f/11, using flash to supplement daylight.



TIPS ON TANKS

Easy ways to take the headaches
out of loading, agitating, washing
... by Charles I. Hellman

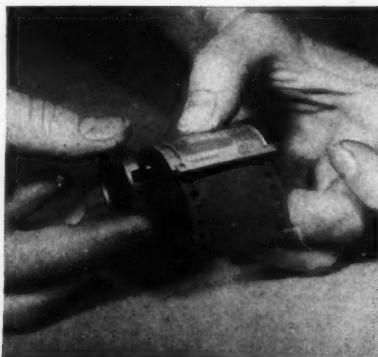


Stainless steel Nikon tank has non-adjustable reels to fit various film sizes. Covers fit by friction and should be held on tightly during agitation. Rubber band stops leaks.

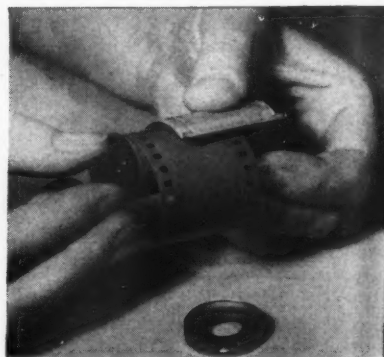
THIS IS THE WAY YOU GET THE FILM READY FOR LOADING



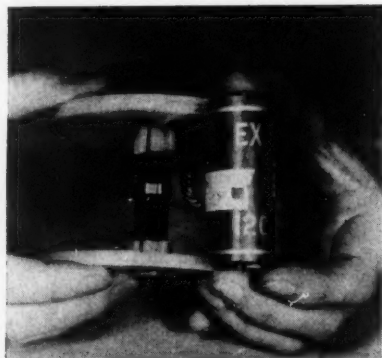
1. With 35mm film, first step is to cut off narrow leader. If leader is outside cartridge it may be cut off in lighted room. If film is entirely in cartridge go through steps 2 and 3 first.



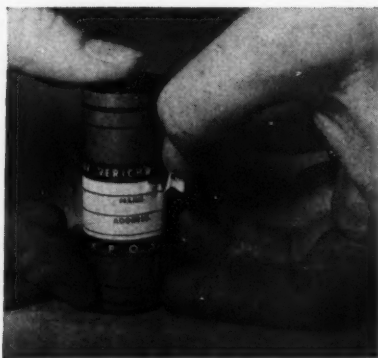
2. In total darkness pull off one end of cartridge. Pressing together jaws of film opening at one side of cartridge may make it easier to get end cap off. This may need forcing to get it loose.



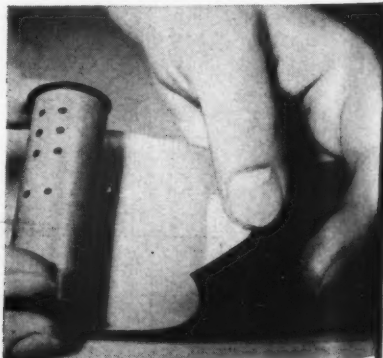
3. Pull spool and film out through open end of cartridge. If leader has already been cut off, film is ready to be loaded into tank. If not, cut leader off; don't try to tear it.



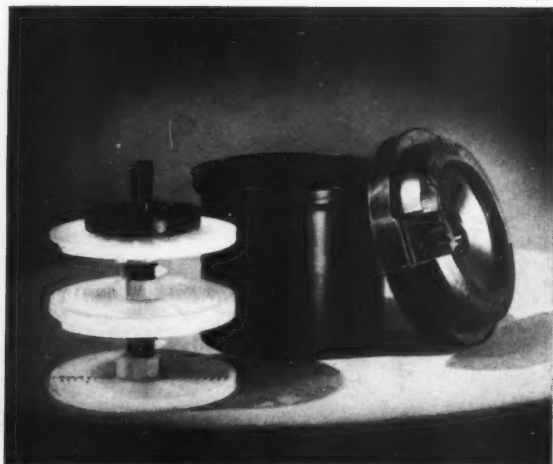
5. Make sure adjustable reel is set to fit size of film. Slight misplacement of one flange can make reel too tight, impossible to load, or too loose, so film falls out of grooves in flanges.



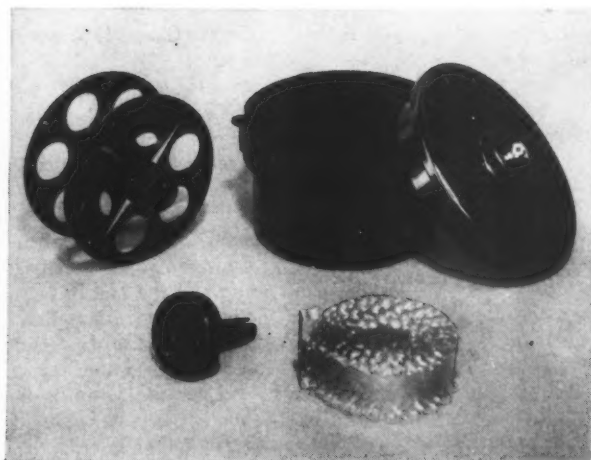
6. In darkness break seal on film and start to unwind paper backing. Roll films open easily if end of backing paper has been folded under before sealing, according to directions on backing.



7. Tail end of film comes into open first. Remove small piece of paper attached to it; carefully unroll rest of backing, allowing film to roll up on itself, slowly, to avoid scratches.



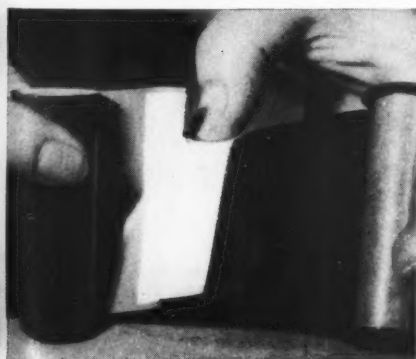
FR Special Model 2 has reel adjustable for most film sizes, can be fitted with extra flange, as shown, to permit processing two 35mm films at one time.



In Leitz Correx (35mm only) film is wound around reel core with plastic apron shown coiled here. Correx is big for 35mm tank but apron system is easy to load with a little practice.



4. Other end of film is fastened to spool with tough adhesive tape. After entire film has been loaded on reel, carefully remove tape from film or cut film loose from spool.



8. Front end of film is adhesive taped to backing. Split tape with thumbnail or tear it. If this is too difficult, use scissors. Avoid unnecessary handling of bare film.

MORE AMATEURS develop their films in "daylight" tanks using time and temperature data than by any other method. No darkroom is needed, the technique is simple, the results can be consistently excellent. Obviously, this is an ideal way for a beginner to start, or for the more experienced photo bug to keep a high standard of processing. BUT, there's a rub! The tank must be loaded in absolute darkness (unless you are handling an orthochromatic film and can use a dim red light). If you don't have the right technique, loading one of these things can be completely frustrating—something like trying to put on your pants by hanging them on a nail and jumping into them. Here are tried and true loading techniques for three representative types of film tanks. You will notice that all three load from the center of the tank.

The Nikor, *top left*, is made of stainless steel; reels are not adjustable but two 35mm reels may be loaded into one can designed to take 120 roll film. There are also tiny 8 ounce Nikor cans for a single 35mm reel as well as tallboys holding several of the 120 size reels. A curved sheet steel guide supplied with the tank is designed to make loading simpler, but few people ever use it. The Nikor is popular with professionals because it is virtually indestructible, responds quickly to water bath for temperature control. Price of the tank shown is \$7.62.

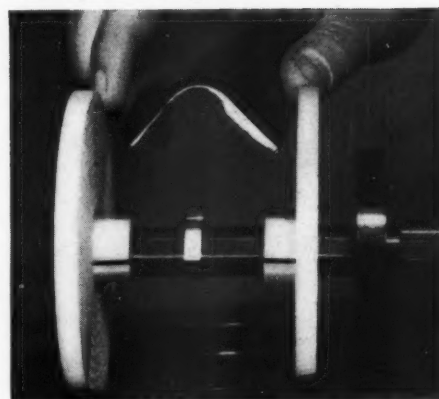
The FR Special Model 2, *top center*, is made of a tough plastic, has a reel adjustable for all sizes of film from 35mm to 116, and may be fitted with a third flange to handle two 35mm films at once, as shown here. Inexpensive (\$3.40 plus \$1.30 for the third flange) and easy to use, it is an excellent amateur's tank.

The Nikor and FR tanks both hold the film wound in a continuous groove in the reel flanges. The Leitz Correx, *top right*, uses a different principle. The film is wound around the center of the reel together with a clear plastic "apron" which is as long as the film. Dimples pressed into the edges of the apron provide space for the solution between the various layers of film and apron. A

sturdy plastic affair, bulky but well made, the Correx is priced at \$9.

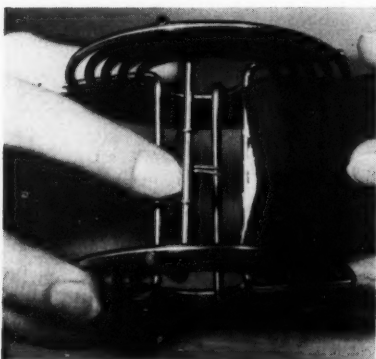
Getting the film started straight and smooth is the trickiest part of loading any film tank. If you have never loaded a tank we suggest one or two rolls of outdated film for practice. Load in the light, eyes open, until you get the knack; then close your eyes and practice that way. To agitate with the FR or Correx, rotate the reel handle slowly in alternate directions. The Nikon may leak when inverted. A wide rubber band around the cover joint will help prevent this. Don't try to make a milkshake—invert the tank smoothly, rotating it a bit each time. The FR does the best washing job as illustrated. You can duplicate this with the Nikon by putting the reel into a large graduate, passing a hose through the center to the bottom of the graduate, letting the water run 20-30 minutes. If there is no running water of the right temperature available fill up a gallon jug. From this fill the film tank, agitate frequently, empty after five minutes. Six fillings and changes with fresh water of the right temperature will do a pretty good job of film washing in half an hour.—THE END

Loading the FR Special

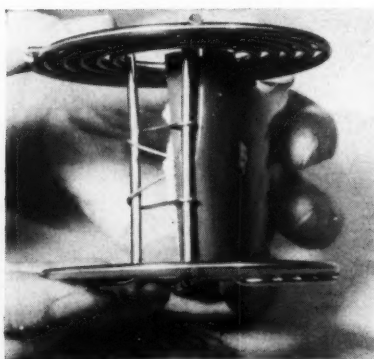


9. Place reel sideways on open tank with reel handle toward you, film hook up and centered. Cup film with one hand and guide end over hook. Use other hand to locate right position.

Loading the Nikon



13. Instead of a hook, Nikon has a wire clip to hold film at center of reel. Cup film and guide it into position as shown.

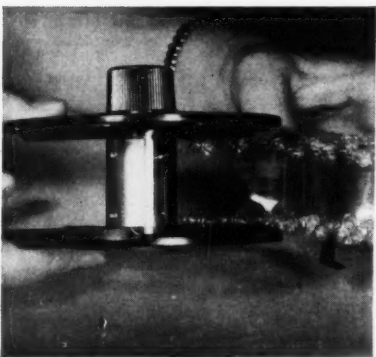


14. Depress clip, slide film in until it is firmly gripped. With finger check that film edge is straight across reel.



15. Film is wound onto reel same as with FR. If film is started straight it will go on smoothly.

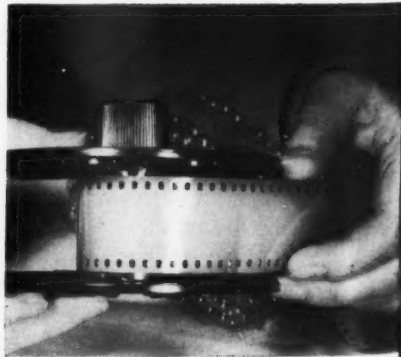
Loading the Leitz Correx



17. With Leitz Correx, first step is to slide tapered end of plastic apron under flat metal clip attached to reel core.



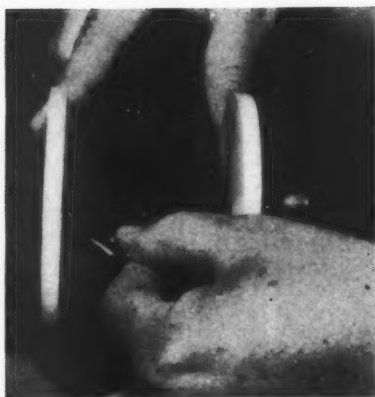
18. End of film, emulsion side facing apron, is pushed under same clip, on top of apron. Don't dislodge apron.



19. Wind film and apron onto reel together, but loosely, so solutions can reach entire film freely.



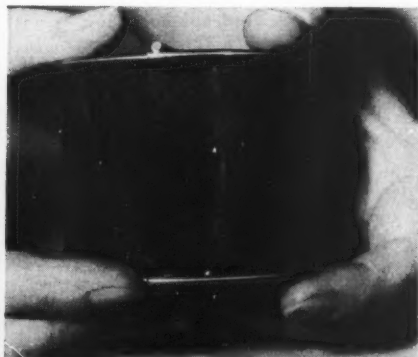
10. With both hands bring film down to touch film hook. Run a finger over edge of film to make sure it is lying straight across reel. Wrinkles cause trouble, so get film straight on flanges.



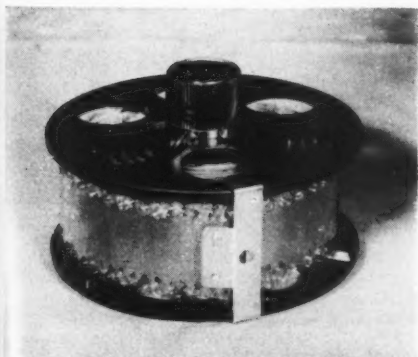
11. Force down end of film until hook punctures it; make sure it is well hooked. Test film again for straightness, smooth curve over shoulders at beginning of film groove in flanges.



12. Resting fingers lightly on outer edge of reel, cup and guide entire film onto reel which is rotated with other hand. There should be no bulges or bumps. Place in tank and lock cover on.



16. Film should just about reach end of last spiral. Put reel in tank, put on tank cover and spout cover securely.



20. When entire apron is wound on, fasten metal clip to rim of reel. Place in tank, lock cover on by turning.

AGITATION SHOULD BE GENTLE, CONSISTENT MAKE SURE WASH WATER CIRCULATES FREELY



21. With Nikor, agitate by inverting; hold cover on tightly.



22. FR, Correx tanks are agitated by rotating reel handle.



23. Hose in center of reel washes film in Nikor, Correx.



24. Hose over hollow reel handle force-washes film in FR.



THIRD PRIZE \$10. Out of Korea comes this strangely cheerful portrait by Pvt. Hanson Williams of Inglewood, Cal. Williams put a red filter on his Rolleiflex and exposed for 1/25 second at f/11 on Plus-X.



THIRD PRIZE \$10. Feet accidentally became wings, and Daniel L. Burkett of Weaver, S. D., called the result "Little Angel". He used a 4 x 5 Crown Graphic and two No. 5 bulbs. Exposure was 1/50 and f/22 on Isopan.

"I tried it myself"



ONE OF OUR READERS has an interesting approach to making better pictures. Every month he spreads his pictures out on a large table. Then he imagines they belong to someone else, and criticizes them. Are they sharp? Is the subject matter interesting to others? Is the background right for the shot? Did I accomplish what I set out to do? When the answers are "yes," he mails those pictures to MODERN PHOTOGRAPHY's regular monthly contest.

Why not try it yourself? Sure as shooting you'll take better pictures if you learn from experience—and it's a small step from that to winning one of our prizes. Submit as many black-and-white prints as you wish, but include your name, address, all exposure data, and return postage. Address these photographs to: Columns Editor, MODERN PHOTOGRAPHY, 251 Fourth Avenue, New York 10, New York.

SECOND PRIZE \$15, goes to George Hagopian of Newburyport, Mass., who took his flash outdoors to light this action shot. With No. 5 bulb on his 4 x 5 Speed Graphic, exposure was 1/400, f/11, Super Panchro Press, Type B.



THIRD PRIZE \$10. Late afternoon sunlight provided back-lighting, and gave the water enough sparkle to reflect light into the shadows. Verner Z. Reed III, of Stowe, Vt., used a Leica IIIc at 1/100 and f/2.8, on Plus-X.

**MODERN PHOTOGRAPHY'S
MONTHLY CONTEST**

FIRST PRIZE \$25

SECOND PRIZE \$15

THIRD PRIZES \$10



\$25 FIRST PRIZE. This picture owes much of its impact to unusual composition. Lester Talkington of New York realized the scene needed people, so he set his Leica IIIa at f/5.6 and 1/40, kept one eye on his daughter who was sledding, and waited. When figures appeared in just the right places, he clicked the shutter. Film used was Super XX.



BOUNCE FLASH AT HOME

I've watched many photographers trying to take family pictures at home. And I always wonder at their ability to find the most awkward and tiring of poses. Personally, I think the best way to handle a family photographically is not to handle it at all. Why make each person fit your preconceived ideas on how he or she should act? Instead, stand as an observer and record what you see of everyday life. To do this you must develop a taking technique which is so simple you can forget your technical problems and concentrate on the picture. Bounce flash is by far the easiest technique for good home photographs I have ever tried. Your exposure problems are reduced to a minimum. You can get candid shots easily in high key, giving the average room with light walls and ceilings a lot of cleanliness, cheerfulness and sunshine. If you do want more contrast for dramatic effects, bounce your light from a dark wall which you include in your picture. Bounce flash does not fall off behind the subject as drastically as does direct single lamp flash or flood. Instead of a subject being picked out as with a searchlight in a coal bin, the entire room, if of average home size, is bathed in a soft, even illumination. Most important of all, however, the photographer can roam around his house observing everyone as a spectator. When he takes a photograph, there is no blinding flash or eye-straining flood. The subject hardly knows anything has happened. Briefly, there are two main methods of employing single bounce flash. One is to leave the flash on the camera and point it at the ceiling. The other is to place the reflector on an extension which is attached to the battery case of your camera's flash unit. The first is strictly a lazy man's out. Although the unit is portable you will have to vary exposure time with camera height and, unless you are of basketball stature you will lose a lot of illumination by not having your unit as close to the ceiling as possible. This brings us to the most desirable method—taking the flash bulb off the camera and placing it in a reflector at the end of an extension cord. We then can clamp the reflector to the top of an open door or any other tall object. I am generally an old hat rack man myself. By clamping my reflector onto the top of an old-fashioned hat rack, I get the flash near the ceiling and give myself some degree of portability since I can move the hat rack from room to room. The photograph of my wife, Mitzi, and practically brand-new daughter, Lissa Anne, *at left*, is typical of the results you can expect. Note the soft, shadowless high key effect obtainable from one Sylvania 25 flashbulb bounced towards the white ceiling. I used a $3\frac{1}{4} \times 4\frac{1}{4}$ Graflex, $1/5$ sec., $f/8$ on Super Panchro-Press, Type B. Before the arrival of Lissa Anne, I made the photograph of Mitzi, expecting, *at right*, same camera, same exposure. She asked, "Will my stomach show?" "This is a head and shoulders shot only," I lied.



PHOTOS AND TEXT BY RALPH HATTERSLEY



KIDS LOVE IT. If you don't believe me, try shooting, by direct flash or flood, a sequence of a child at a dining table. The brilliant flash going off in his face or the eye-strain of constantly trained floods does something even to the heartiest of appetites. But bounce flash is another story. By fixing my reflector on the hat rack and bouncing the flash from the light-colored 13-foot ceiling, I could move anywhere I wished around the dining table. When I took the picture there was no glare in the children's eyes and aside from the click of the shutter and a small hiss when the bulb went off, they hardly knew that a photograph had been taken. I employed my usual exposure, 1/100 at f/6.3 with my Super-XX loaded Medalist. This is a good average exposure with a light-colored ceiling of from nine to thirteen feet high. It will give you a fair depth of field with $2\frac{1}{4} \times 3\frac{1}{4}$ or smaller cameras as well as an adequate shutter speed to stop most action. If your camera is synchronized only at 1/25 sec., however, stop down to f/11. Did the photo sequence disturb the children's appetites? Look at those empty plates!





FOR REAL CANDIDS, there's nothing like bounce flash. Why? Well, in the social sciences there is a problem sometimes called the effect of the observer on the observed. In basic photographic terms, this means that nothing will curb the normal activities of a family more swiftly than a photographer who demands that all people stay right where they are until he has the picture. Such tactics, necessary for direct flash with its guide numbers and footage restrictions, have been known to turn the most photographically cooperative family into a group of John L. Lewises. You have two ways of getting around this situation. Shoot so many pictures that people become bored with your activities and ignore you, or use bounce flash. I find bounce flash the easiest and most practical alternative. Set up the old hat rack with the reflector, attach a good length of connecting cord to the battery case of the camera's flash unit, set your camera at $f/6.3$ and $1/100$, if you have fast pan film, and stalk your prey anywhere in the room. *Below*, you see one relaxed torso and a pair of feet deep in contemplation of a ballet suite being played on the phonograph. The music diverted the subjects' interest sufficiently to allow me to find my angle without being noticed and shoot after focusing the camera. *Right, below* is another case of pure and simple candid photography via distraction. Three youngsters were too intent on the doll to care what I was doing. Same old exposure data and lighting set-up as before worked nicely. Having taken quite a beating from my camera from time to time, Mitzi has been a little reluctant to be documented passively. So I take a shot, *right*, when she is diverted by kitchen tasks. I call her name and she responds with her "document me and be damned" look. Note absence of light reflections on eye glasses.







BOUNCING FLASH OFF THE WALLS instead of the ceiling will give you a soft, directional light. Your negative contrast will depend to some extent on the color of the wall. Dark walls, when included in the picture, produce more contrast than light ones. This brings us to the interesting discussion of exposure. You will have to take into account such data as the distance of the subject from the wall, the distance of the flash from the wall, as well as the aforementioned color of the wall. Although I can't give you any complete exposure data for wall bounce flash, you can expose at f/8 or f/11 at 1/100 with a fast pan film if you have the equivalent of a Sylvania 25 bulb about four feet from a light wall and your subject at an equal distance. *At top left*, you see my son Craig, a real record fancier, napping beside his record player. The Sylvania 25 bulb was bounced off the wall behind the couch. Since there was little movement, I used open flash at f/22 in the Medalist which was loaded with Super-XX. Interesting modeling around Craig's face in photo *at left below* was caused by flash bounced off light wall at right. Again, open flash, f/22, Super-XX. *Below*, is another bounce flash photograph employing a wall at right. Because the wall was quite close to the young lady in the tub, it was necessary to burn in the right end of the print while enlarging. Just for a change, we used a 3 1/4 x 4 1/4 Super D Graflex for this shot and set it at f/22 and 1/5 sec. to record the picture on Super Panchro Press, Type B. Needless to say, bounce flash, off either walls or ceiling in your home, will require a certain amount of experimentation on your part to achieve the exact negative density you wish. Once you have the hang of it, you'll find it easy to estimate for any situation. In nearly every situation you will get better picture results with bounce flash.—THE END.



subjektive fotografie

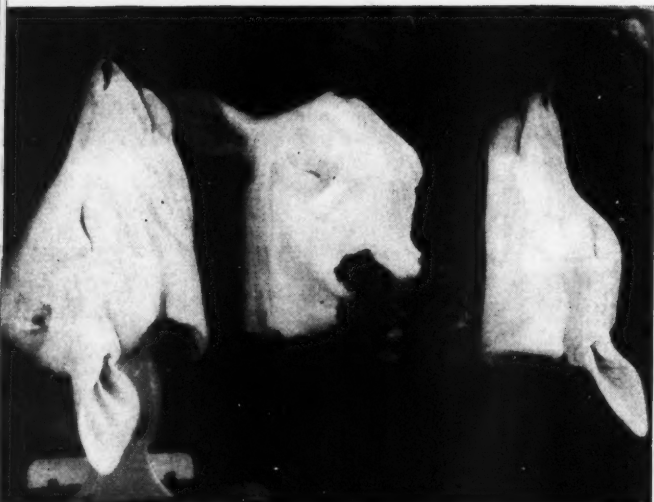
REVIEWING photographic annuals and picture books is somewhat of a morbidly fascinating accomplishment. It's morbid because of the deadly repetition year after year of the same photographs which, to a great extent, differ only in detail and credit line from the themes found in the books the year before. It is fascinating because you see how many great new talents or different photographic approaches never find their way into annuals or picture books. *Subjektive Fotografie*, published by Bruder Auer Verlag in Germany and distributed by Rayelle Publications here in the United States, is the outstanding exception to the tin soldier, me-too books. A stunningly jacketed and designed book of adequate dimensions (9 x 12 in.) houses 112 photographs, black-and-white, one to a page. Nearly all prove that the photographer need not be merely the impassive onlooker who captures a scene by pressing a shutter release at the proper moment. Photography, according to the majority of these 112 photos, can be alive, new, creative and endowed with the personality of the photographer, his imagination, his feelings. European photographers train their cameras (and their imaginations) on a tar smear, a crowd of dancers in an artist's cellar, a muffled Moroccan woman hurrying down a street, a newly-wed couple in all their wedding finery entering a dreary cafe in a dreary part of town, a woman dashing down a cup of coffee or tea and a piece of pastry in a restaurant.

But the tar becomes a pattern of glistening black on a textured surface; the jostling and merriment of the dancers is a near reality on paper; the fear and timidity as well as the social outlook of the Moroccan woman are intensified by the almost complete blur; the newly-wed couple are hopelessly engulfed in their society with no possibility of escape; the hurrying woman downing her coffee is more a harried animal than a human being. Here is the practiced eye turned on the world around it. These are not passive, indifferent (*Continued on page 116*)

Top: Werner Bischof captures the tense situation when a doctor confers with his patient in a London hospital.

Center: The smooth, hairless, almost wistfully smiling calves' heads, parsley were pictured by Edouard Boubat.

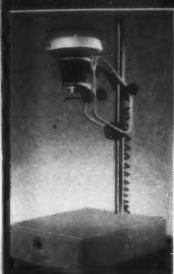
Bottom: Bill Brandt emphasizes the endless, huddling working-class houses, each depriving its neighbor of air.



BRING YOUR DARKROOM UP TO DATE...

Amateur photography is a balanced, well-rounded hobby. To those who get the most enjoyment out of it, no one aspect overshadows the others—yet each has its best season.

With nights growing longer, this is the season to rediscover your darkroom—to recapture the pleasures and satisfactions of creative work there. But first—check your darkroom equipment, and be sure it is truly up to date.



UP-TO-DATE ENLARGING

Have you, for instance, discovered the pleasure of working with a cold light enlarger? In the Kodak Fluorolite Enlarger cold light is provided by a Circline fluorescent lamp housed in an integrating-sphere lamphouse. Your negatives stay cool without any heat-induced tendency to buckle or warp, even on long exposures. The quality of the illumination, too, is a revelation if you have been accustomed to older types of light. All of the light is reflected light evenly distributed throughout the negative area. Visual contrast is excellent, for easy focusing; and the excellent actinic contrast assures superior print quality.

Every photographer will recognize instantly the advantages of the Fluorolite's two-hand control in focusing. The focusing and elevating knobs are so placed that elevation may be controlled with one hand while simultaneous focusing is done with the other.

Big Storage Base

The Fluorolite eliminates groping for paper. Its base is a big lighttight storage compartment for paper up to 14" x 17", making the enlarger almost a darkroom work center in itself. The double support provided by this base construction and the extra-large heavy column helps insure the Fluorolite's "rock-steady" performance.

A rotating and tilting negative carrier lets you correct distortion in almost any plane, effortlessly and easily. The rotating negative carrier, combined with the swinging head, also permits centering any portion of the negative at the center of the easel.

Add all of these advantages to the fact that you can also use the Fluorolite enlarger

(with accessories) as a view camera, for copying, for close-ups, for photomicrography, microfilming, clinical photography, and for cine-titling and slide making and you'll agree that this modern equipment does add appeal to the darkroom. The price, without lens, is \$99.50.

In selecting your lens, you will also discover that recent years have added something. Both Kodak Enlarging Ektanon and Kodak Enlarging Ektar Lenses have been specifically designed for enlarging, to work from one flat surface to another flat surface, with maximum definition throughout the area they cover. Either Ektanon or Ektar Enlarging Lenses are available in 2-, 3-, and 4-inch focal lengths, priced from \$14.00 to \$49.90. The Kodak Enlarging Ektar Lenses, the finest that Kodak makes, are particularly recommended if you plan to do color work.

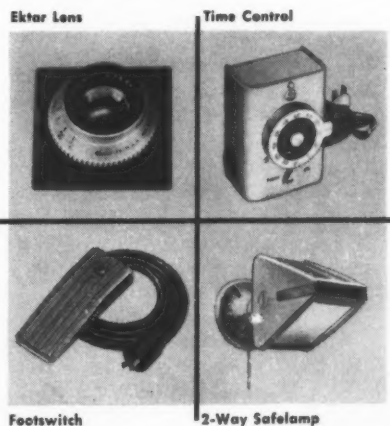
Automatic Control

Incidentally, if you are planning to make your own Christmas cards this year, one of the neatest time savers you can get is the Kodak Electric Time Control. Plug it into the power supply, then insert the enlarger or printer plug into the socket on the Time Control. Just set the printing time for the negative you are using, from one to 57 seconds, then for each exposure just press the lever. Each exposure will be precisely timed, and the lamp automatically turned off after the exposure. The price, \$13.50.

You need both hands free while you are dodging prints in your enlarger or working at a contact printer; and this pleasant experience can be yours, either with the Electric Time Control or the Kodak Utility Footswitch. The Footswitch lets you turn the current to any of your darkroom equipment on and off with your foot. A safe, low-intensity neon light in the foot pedal helps

you find it in the dark. The price, \$10.00.

If you have never worked under a safe-light that puts the light you want exactly where you want it, you will appreciate the versatile new Kodak 2-Way Safelight. It's triangular in shape, one side containing a filter, the other a removable metal plate for which an additional filter can be substituted for wider distribution of the light. With an extension cord you can place it on the bench, or you can insert it in a wall or ceiling socket . . . and, it can be completely rotated in the socket to direct the light where desired. Price, with one filter and 15-watt lamp, \$4.50.



Ektar Lens Time Control Footswitch 2-Way Safelight

Now is the time to start your Christmas Greeting Cards... using the pictures you have taken yourself. Ask your Kodak dealer to show you his assortment of Kodak Greeting Negatives.

Prices include Federal Tax and are subject to change without notice.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak
TRADEMARK

ELMORE C. ADAMS,
AFSA



Experts' Choices For Fine Prints

No. 7 of an informative series . how leading exhibitors choose papers to fit their salon aims

ELMORE C. ADAMS' "The Brush-Burner" has appeared in more than forty important exhibitions. He writes:

"My choice of *Kodak Opal Paper* for 'The Brush-Burner,' as well as for most other pictorial prints, was based upon my experience with its ability to give maximum scope to tonal range of the negative, and to render these tones to the fullest degree in the finished print.

"Its ability to give prolonged projection time and the fullest development time, without fogging or loss of print quality, is exceptional. The dark-

room worker has sufficient time for dodging, printing-in, or other manipulative processes.

"Choice of *Kodak Opal Paper G* for this picture was further determined by its fine pebble-grained lustrous surface that permits full rendition of detail without loss of pictorial quality. In my experience, *Kodak Opal Paper's* superiority in giving the fullest scope and control over the various toning effects, either to enhance its own natural warm tone or to give the beautiful blue-grays sought by many pictorialists, makes it an even more desirable paper to use."



IN "The Brush-Burner," Adams sought to recreate the warmth and atmospheric mood of autumn. *Kodak Opal's* brown-black image tone fitted perfectly. For "Pattern Motif 283," Axel Bahnsen desired a crisp, objective design quality, with maximum image texture and detail. *Kodabromide Paper F*, with its pure white stock, cool neutral blacks, and glossy surface, fitted perfectly. Had he desired a slightly warmer interpretation, Bahnsen would naturally have turned to *Kodak Medalist F* or high-lustre *Medalist J*. This fine warm-black paper comes in a range of surface choices and contrast grades; and has two special advantages—great flexibility in contrast control, plus the same speed in all four contrast grades.

CHOOSE THE PAPER THAT FITS THE PICTURE—AND THE PURPOSE

These are the papers for fine exhibition enlargements, gift prints, home decoration, and specialized applications—in a range of types to fit your every need:

For fast printing, fine warm-black tones, and great flexibility in manipulation—*Kodak Medalist Paper*.

For rich neutral blacks in a top-speed paper—*Kodabromide Paper*. Five evenly spaced grades and nine combinations of sheen, texture, tint, and weight.

For rich warm blacks in a moderate-speed paper—*Kodak Platino Paper*. Three printing grades.

For widest choice of tint and surface in a low-speed paper of utmost tonal quality and adaptability to toning—brown-black *Kodak Opal Paper*. One printing grade.

For Opal quality with twice the speed of Opal—*Kodak Ektalure Paper G*.

For Opal quality in a special fine-grained surface suited equally to exhibition and reproduction—*Kodak Illustrators' Special*.

For photomurals—*Kodak Mural R*.

For transilluminated prints—*Kodak Opalure Print Film* and *Kodak Translite Paper*.

For extra-fast printing and processing—*Kodak Resisto Rapid N*. It's as fast as *Kodabromide*; and its special base allows washing and drying in ten minutes.

And for contact prints—*Kodak Azo*, *Velox*, *Resisto N*, and others. Each Kodak enlarging paper has a contact-paper counterpart, equivalent in type and quality.

For full details on these fine Kodak papers—tints, surfaces, weights, processing—consult the Data Book on Kodak Papers, and your Kodak dealer.

es

s

ding,

is pic-
bble-
dition
In my
ity in
er the
s own
blue-
it an

atmos-
d per-
ective
omide
urface,
hnsen
dalist
d con-
ntrast

urface
Kodak

Print

ak Re-
ts spe-
ates.

isto N,
ontact-
y.

-tints,
Book



"The Brush-Burner," Elmore C. Adams, APSA, San Francisco. Exhibition print on Kodak Opal Paper G (cream white, fine-grained, lustre), processed to a rich brown-black image tone. Reproduction print on white, high-lustre Kodak Medalist Paper J.

In preparing the reproduction print for halftone engraving, Medalist's exceptional contrast control was used to advantage—to obtain a tonal scale which would most nearly translate the delicate highlight and middle-tone gradations of the original to the printed page. Both the Opal and Medalist prints, of course, possess a quality and tonal range that cannot be fully retained in ink-and-half-tone on high-speed printing presses.

For Mr. Adams' analysis of his paper selection, see facing page.

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Kodak

The 16mm. Kodascope Pageant Sound Projector

For six or six hundred people . . . it gives you top performance

There is so much versatility built into the Kodascope Pageant Sound Projector that it's at home with small as well as large audiences. Within the confines of a small room, you can quiet sound down to a whisper. Where you need larger volume, in larger rooms, simply turn up the volume control. And for audiences into the hundreds you can add the portable Kodak Multi-Speaker Unit with its three extra speakers. No other projector offers such flexibility!

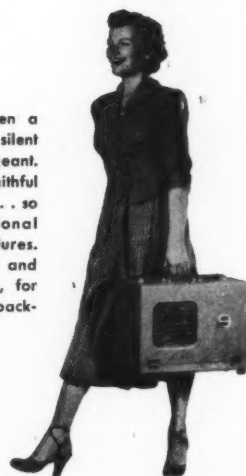
Because it's easy to carry, you can take the Pageant anywhere. Whether you buy, rent, or make your own films, you can count on top performance, day after day. The Kodak optical system assures sharp, full-screen images from corner to corner. A high-fidelity sound system gives you full, clear tone at all volume levels. Threading is easy and "foolproof." And the Pageant is *lubricated for life!*

The one-case, one-speaker Pageant lists at \$400, including speaker. In matching case, the Multi-Speaker Unit adds three more speakers, for only \$92.50 additional. Instructional and entertainment possibilities are almost unlimited. Your Kodak dealer will be glad to demonstrate the Pageant for you.

Prices are subject to change without notice.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

There's never been a 16mm. sound and silent projector like the Pageant. So simple . . . so faithful in image and tone . . . so free from operational complexities or failures. Accepts microphone and phono adapter, too, for voice commentary or background music!



Kodak

TRADE MARK

Dr. Cinema Says . . .

Sound can be simple, inexpensive or otherwise

The slide-rule boys and the manufacturers who hire them have been so active in providing us with ways and means of adding sound to home movies that I found myself way behind developments recently. Thus it is that I dutifully address my current efforts to this subject, by way of giving other simple folk some idea of what's available.

There's no need to dwell on the familiar 16mm optical sound-on-film, which has become known in schools, churches, factories, sales meetings, and military establishments. This medium is old stuff by now and beyond the means of most individuals. Therefore, let us get on to the various gimmicks which enable modest souls like you and me to add sound to our own films.

First, take my word for it that it's still beyond the average amateur to achieve what the industry calls lip synchronization. This is what you see and hear in professional films—the technique whereby you hear the actual sound at the same instant you see the visible action which produces it. Spoken dialogue is the foremost example of it (hence the term “lip synch”), but other sound-producing action comes under the same heading, technically speaking.

True, there have been and are painstaking and accomplished amateurs and semi-pros who can bring this off. One lad I knew of some years back achieved it by means of a flexible shaft lash-up involving his camera and a disk recorder. But most of us are better advised not to get into such routines.

That leaves us the basic problem of adding sound *accompaniment* to our silent films, and there are two fairly simple ways of doing this—by recording on disk, tape, or wire, for playback as the film is projected, and by magnetic recording added to the film itself after processing. This latter method, of course, requires a magnetic head on the projector for playback.

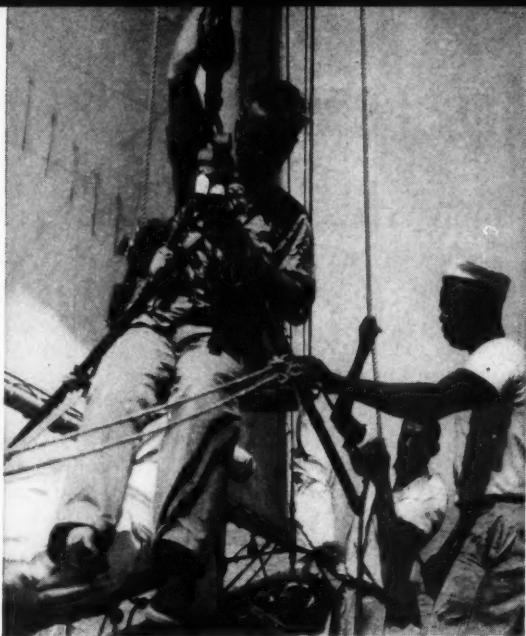
Disk is considered bulky and antiquated, and in its commonly available forms cannot approach magnetic tape, wire, or strip for fidelity. Wire has lost popularity in favor of tape, for several reasons. One is that wire must be wound and unwound in the way a level-wind fishing reel handles line, moving vertically on the reel axis as it is stacked up. This tends to introduce “wow” and flutter into the sound pattern.

Then, too, tape is both less expensive and easier to handle. It can be cut and easily spliced with cellulose tape, as required. It can be marked readily and precisely, so that as you edit it you know just where a certain recording begins and ends. And the rewind time for tape is much shorter than for a comparable batch of sound on wire.

So, if you have an 8mm or 16mm projector, and borrow (or buy!) a tape recorder, you can do quite a job of accompanying your films with spoken commentary, music, or other sound. Maybe you can't reproduce for posterity Uncle Fred's exact words as he changes the tire in the rain, but perhaps it's best that you can't. You *can* show him muttering, and later dub in some fairly amusing third-party comment yourself.

By studying the rudiments of sound effects you can devise and tape-record noises appropriate for (*Continued on page 100*)

MOVIE SECTION



HENLE'S FIRST MOVIE...

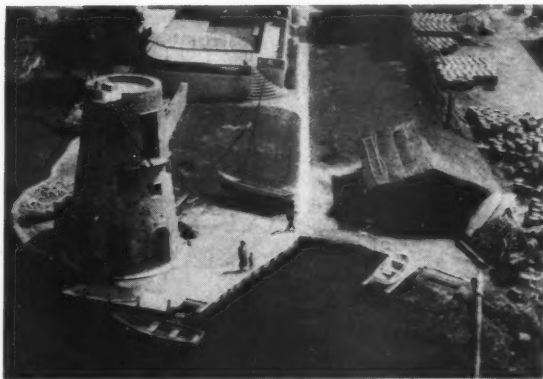
WHAT IT'S LIKE TO TURN FROM STILLS TO
MOVING PICTURES . . . BY JACQUELYN JUDGE



Henle, *upper left*, is shown as he is strapped into a chair just before being hauled to top of 80-ft. mast. He has his Rolleiflex on his right and his 16mm Bell and Howell 70DA in his left hand. Henle carried over many habits from his still work. Example: Classic composition of above photograph is typical of opening in sequences of *Virgin Islands, U.S.A.*

WHAT HAPPENS when a still photographer—who has been working professionally for almost 20 years—makes his first movie? What kind of stumbling blocks does he come up against? Does he find his still work a help or a handicap? And which kind of photography does he prefer now that he has finished his first movie? To answer these and other questions, we recently talked to Fritz Henle, who had just put the finishing touches on his first film, *Virgin Islands, U.S.A.*, a 25-minute, 35mm (blown up from 16mm) Kodachrome film, with sound.

Like most amateurs, Henle shot his first movie footage around his family—his attractive wife Atty and their 3-year-old son, Jan. Also, like most amateurs, he did his work on vacation, in the Virgin Islands where the Henle family goes on an annual trip. The story is built around little Jan's discovery of the islands, what he sees, how he enjoys playing in the clear waters, his little legs chugging up the steps of ruins, chasing chickens in an abandoned fortress. Through a little boy's eyes, the viewer is given a taste of all the beauties and wonders of the islands. It is, frankly, a travelogue—but a new kind of travelogue—which combines elements of the documentary and personal film with the travel.



Sequences, not single shots, are key to good film making. One sequence in film starts with scene, above, made at top of yacht mast. Mother and child await rowboat on the wharf.



Third scene in sequence is taken from the deck of the *Comanche* as she passes by the harbor shoreline of St. Croix. This scene was shot from point of view of the little boy.

Henle's methods of work on the film were much like those he would use in fulfilling a still assignment. Always a careful technician, he took a few hundred feet of Kodachrome on his fourth trip to the Virgin Islands (the movie was shot on his fifth)—just to test the lighting conditions. He feels that photographers should always do a few test shots if they are working in unfamiliar lighting conditions. Although he did not follow a written script, he had the film in mind for such a long time and knew so exactly what he wanted to do that it might just as well have been written down.

He used but one camera: a 16mm Bell and Howell 70DA. This camera was fitted with two Ektar lenses—one an f/2.5, 15mm, the other an f/1.9, one-inch. Henle did not buy a telephoto lens because he prefers to get close to the subject himself and he does not care for the telephoto effect which changes the relationship of the distance between objects. The entire movie was shot on double sprocket film at 24 frames per second. (Henle realized that although he could duplicate his film on single sprocket sound film later, he would be unable to run his final sound print through a sound projector at any speed other than 24 frames per second. (Continued on page 92)



In the following scene, they are shown being rowed from the wharf to the yacht *Comanche* which will sail them from St. Croix to other Virgin Islands, St. Thomas and St. John.



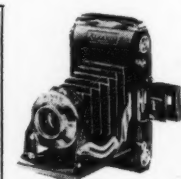
Little boy enjoys playing in the water on shore of St. Thomas. Henle says children are easier to direct than adults. They aren't self-conscious, consider acting a happy game.

Beautiful Pictures are a Snap with

KINAX FOLDING CAMERAS



The Kinax Ardennes—three cameras in one! 8, 12 or 16 pictures per roll of 620 film — 2¼ x 3¼ for black and white, 2¼ square for color transparencies and ½ 620 for economy. The Ardennes is a precision-made instrument that will meet all the requirements of the professional and discriminating amateur. The Ardennes has an F4.5 Kinn Berthiot 105mm coated anastigmat lens, double exposure prevention device, 10 speed shutter from 1 second to 1/350 and B, 2 masks and swing-away viewing guide for smaller sizes. Economy-priced at \$57.50.



Kinax folding cameras are world renowned for dependable results. Each camera is fully guaranteed for one year against factory defects in material or workmanship. Beautiful pictures really are a snap with Kinax, economy-priced from \$22.50 to \$76.00.

Write for name of your nearest Kinax dealer.

KINAX S. A. 145 EAST 32 ST., N. Y. 16, N. Y.
Kindly send me full information and name of a Kinax dealer.

Name.....

Address.....

HENLE'S MOVIE

(Continued from page 91)

Silent projectors run at 16 frames per second.

Just as Henle believes in restricting his equipment to that amount which will do the job—and no extra frills—so he believes in reducing his shooting problems to a minimum:

“Why make the job hard for yourself? When the sun was bright overhead and gave people black pools in place of eyes, I simply rested. I worked on shooting the film from 9:30 to 11 in the morning and from 2:30 to 4 in the afternoon. I have discovered by years of working this way that I save an immense amount of film and time that is wasted in trying for the impossible. During my siesta periods, I saw many amateurs shooting. They shot when the sun was directly overhead and when it had gone down—and I know perfectly well that when they got home, they would wonder why so much of their footage was full of harsh shadows and people with black holes for eyes, or was inadequately exposed.

“Of course, if you are shooting on a beach, you can sometimes make use of the noon hours because the natural reflections from the white sand will help to dispel the shadows from under the eyes. And in other places, it is possible to use a reflector. However, I couldn't use reflectors in working with my son as he was much too young to grasp the idea of what they would be for.

“I had very little trouble technically. I simply transferred my still camera habits to my Bell and Howell. The film speed of Kodachrome is the same for both still and movie film. I just followed manufacturer's directions and exposed as I would with any still camera.”

The best testimonial to Henle's attention to exposure problems is the fact that out of the 5,000 feet of film which he shot for this movie, only 100 feet were badly exposed!

“I carried over another habit from my still photography and that was the use of a tripod. I always used it just as I always use one for stills unless there is an exceptional circumstance. I know that there are people who will give you breathing hints and tell you that the margin of difference between using and not using a tripod is small. I do not hold with this theory. After all, if you have a chance to make your work perfect, why make it less than perfect?”

But Henle's good still habits didn't help him a bit when he came up against the problems that come out of using the movie camera. After he had shot a part of the film, he sent it to New York to be developed. Then he had a work print (a rough black and white copy of the color)

(Continued on page 94)

RADIANT SCREENS

Guarantee

NEW

BRILLIANT BRIGHTNESS

Only Radiant's New Improved
"Million Mirror" Screen Fabric is
Guaranteed whiter
Guaranteed brighter
Guaranteed for 10 years

Here is a major development in projection screens—a new screen that offers dazzling whiteness, a screen that stays brilliantly white. This new screen surface is so outstanding that Radiant *guarantees* it to be whiter and brighter than any of our previous fabrics—and guarantees it to give brilliant service for 10 full years!

**Now see your pictures with amazing
new beauty, depth and clarity!**

You have never seen your movies or slides so sharp, so contrasty, so clear—as when you project them on these new Radiant Screens. The millions of tiny mirrors that *reflect* light instead of absorbing it—plus the new whiteness and the new brightness of the screen fabric—combine to give you amazing realism and an astonishing depth that add new pleasure to picture projection.

RADIANT

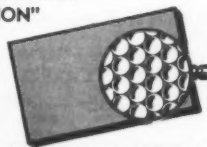
Projection Screens



The Radiant Screen here illustrated is the "SCREENMASTER." Radiant Screens are available in sizes from 30 inches to 30 feet—to meet all projection needs.

Send for FREE Sample and Booklet
"MORE BRILLIANT PROJECTION"

Ask your dealer for demonstration. Send coupon for free sample of Radiant "Million Mirror" screen fabric and free booklet.



Radiant Mfg. Corp.
1207 S. Talman Ave., Chicago 8, Ill.
Send me free sample of Radiant "Million Mirror" Fabric—and brochure on Radiant line. Also send me free booklet "More Brilliant Projection."

Name

Address

City Zone State

My dealer's name is

NOW you can add sound to any 16mm movie!

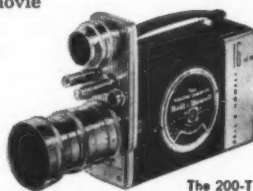
*Another Bell & Howell engineering first...
magnetic sound on double-perforated film
...makes sound movies cost even less!*



If you have been considering the purchase of the famous Filmosound 202 ... remember, you can now buy it adapted to use double-perforated film. If you already own a Filmosound 202, have it adapted for double-perforated film for just \$35.00 ... through your authorized Bell & Howell dealer.

IMPORTANT: With this new development in sound movie making, any 16mm movie camera now takes *sound* film. This includes magazine-loading film used in such cameras as the exciting, new Bell & Howell 200 ... or roll film used in the famous 70-DL and other spool-loading 16mm cameras.

Ask your authorized Bell & Howell dealer about making your own sound movies on any 16mm movie film. Or get complete information by mailing this coupon today!



The 200-T

Here is a pace-setting new development in low-cost sound movies! Now ... you can record and play back magnetic sound on *double-perforated* 16mm film ... with the new Bell & Howell Filmosound 202 recording projector!

No longer are you limited to single-perforated film for sound movies. **SOUNDSTRIPE**, the magnetic oxide sound track available through Bell & Howell laboratories, can now be applied to *any* 16mm movie film.

Therefore, if you already have 16mm silent movies which you would like to make into sound movies, all you need do is have this magnetic sound track added to the *original* films. No need to have them copied on single-perforated film, a tremendous savings in the cost of making your own sound movies.

Bell & Howell Company
7154 McCormick Road, Chicago 45, Ill.

Please send me, without cost or obligation, complete information on the making of low-cost sound movies. I am interested in their use for:

☐ Industry ☐ Church ☐ School ☐ General

Name

Address

Organization (if any)

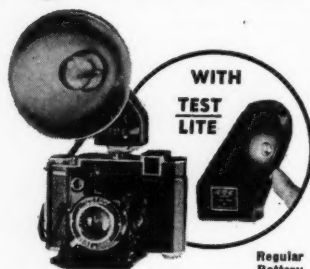
City County State

Bell & Howell makes it fun to make movies!

SEE THE WONDERFUL NEW

C.O.C.

B·C POCKET FLASH



LIST
\$15.50

WITH
TEST
LITE

Regular
Battery
Model
\$9.95

**MOST EXCITING NEW FLASHGUN
FITS MOST EVERY CAMERA MADE!**

Attractive all-metal unit. Handsome light-weight case, detachable reflector, interchangeable cables for use with all presynch cameras. Fingertip bulb ejector, attractive flannelette carrying bag. Complete with straight or angle bracket. Accessory shoe for Leica, Contax, Zeiss, Graphics, etc.

At Your Dealer Today!

CAMERA OPTICS MFG. CORP.
101 West 47th St., New York City

Get More PROFIT and PLEASURE
from
PHOTOGRAPHY

IMPROVE YOUR SKILL
Study AT HOME

**LAY FOUNDATION
FOR A CAREER!**

Whether you wish to make a career of photography or want to gain additional skill as an amateur, the American School of Photography offers practical basic training which requires only spare time study at home.

With proper aptitude and application, this course should provide you with a fundamental background which may open the door to valuable professional experience . . . or add fascination and zest to your hobby.

OLD ESTABLISHED SCHOOL. Backed by years of experience, our training covers every phase of Modern Photography through spare time study at home. Basic photographic principles are taught by inspiring "learn-by-doing" method, step-by-step, under the supervision of a qualified instructor.

GET FREE BOOKLET! Send coupon today for free booklet, "Opportunities in Modern Photography," and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY

835 Diversey Pkwy., Dept. 1948, Chicago 14, Ill.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Pkwy., Dept. 1948, Chicago 14, Ill.
Please send me without obligation your free booklet, "Opportunities in Modern Photography," and full particulars. No salesman will call.

Name.....

Address.....

City.....Zone.....State.....

HENLE'S MOVIE

(Continued from page 94)

sculpture as closeups often are in still photography. Even the barest kind of movement in a movie closeup makes it seem so real. The motion of an eyelid or the vibration of the skin from the very process of breathing adds tremendous visual impact. I tried for closeups whenever feasible—and in some scenes moved in as close as ten inches to the subject.

"I believe," says Henle, "that stills are photographic child's play for me in comparison with movies. I am an extremely shy person and I have a great interest in people as they are naturally. In stills, you can capture this impression. In movies, you must direct to get the same effect. In stills, I never try to force such a thing artificially. In movies, you must. For example, when I did shots aboard the yacht, the crew had to be in certain places. Again, I knew when I first saw an old woman on the pier at St. Croix that I wanted to photograph her. Yet I didn't till we had been there almost three months because I wanted her to be easy with me. The moment you try to direct a film, you'll discover that your 'actors' will become self-conscious and will do a bad imitation of what you want. My little son was my best actor and he acted as a perfect decoy with the grownups."

Henle feels that one important lesson he learned from making the film was the value of teamwork. After he had returned to his home in New York, he had to get sound and special effects technicians to help finish the job.

The sound track consists of a narration about the islands and background music. The background music was supplied by a calypso band, Macbeth and His Rhythm Boys, whom Henle found in Harlem. They worked in a rather different manner. They came to Henle's studio and saw the movie three or four times so that they were thoroughly familiar with it. Then they played for the sequences as they were flashed on the screen.

The sound track was done by Dean Moore and Nick Becker of the Maurer Sound Studios, Flushing, N. Y. It took about a month of work and though it sounds expensive, was less costly than trying to do sound on location.

Henle used a work print, by the way, for all of his editing. These rough black and white prints cost 6¢ per foot. In addition, each foot of both the work print and the original can be given an edge number for an additional penny's cost so that they can be matched exactly. (These work prints were made by Color Service, 115 West 45th St., N. Y. C.) Henle says that you ruin your original print by too much handling, and this is the reason he never runs the original through the projector. He used a Bell

(Continued on page 100)

EdnaLite

DURAKLAD COATED • SOLID OPTICAL GLASS Universal FILTER KITS

... each with adapter, dual-retainer and selected sunshade ... for BOTH Black & White and Color picture-taking. FREE Lifetime Karry-Kase!

for BOLSLEY

B2 and C

Four Series V Dura-Klad-rimmed Filters: Y-2 (K-2) Klad-rimmed Filter, med. yellow; R-2 (#25-A) med. red; ChromHaze Sky-light (#1-A) and ChromA Conversion (#85). Mini-shade, dual-retainer and 24mm adapter . . . PLUS lifetime Karry-Kase . . . complete

EdnaLite Universal Filter Kits are made for all popular cameras, including: Argus C3 & C4; Bellca; Contax; Canon; Edinex III; Exa; Exakta; Kodak Signet, Pony, Retina II & IIa & Reflex; Kinax; Leica; Nikon; Praktica; Rolleiflex & Rollei; and special kits for Contessa and Stereo Realist. There's an EdnaLite Kit for your camera . . . ask your dealer, or write to:

EdnaLite OPTICAL CO., INC.
Peekskill, New York

RECORDS MOOD MUSIC

Last Word in Sound Effects Background SOUND
Send For Free Catalogue

THOMAS J. VALENTINO, Inc.
Dept. MP
150 West 46th St., New York 36, N. Y.

THE PROFESSIONAL FINISH
EXCLUSIVE FINE GRAIN
35 M & ROLL FILMS
Free Price List & Mailers
AMATEUR PHOTOGRAPHIC SERVICES INC.
126 W. 46-St., New York 36, N. Y. Dept. M

GERMAIN
SCHOOL OF PHOTOGRAPHY

"The School of Personalized Instruction"
Currently teaching the most complete photographic curriculum. Co-ed; Day-Eve; Air conditioned; Free National Placement Service; Housing Accommodations Secured. G.I. Appvd. Dept. Wn
225 Broadway, N.Y.C. 7 Worth 4-4550

Guaranteed Results!

Shoot 16mm talking pictures with the "Cine-Voice" Sound-On-Film Camera...\$695.00 with money-back guarantee.

Write for free illustrated folder.

BERNDT-BACH, Inc.
7389 Beverly Blvd., Los Angeles 36, Calif.
16mm SOUND-ON-FILM EQUIPMENT SINCE 1931

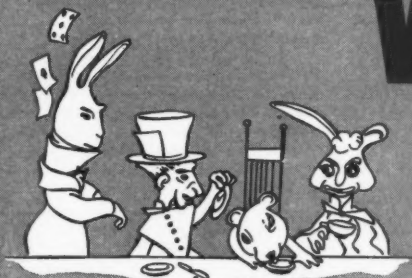
FOR 8MM-16MM PROJECTOR OWNERS.

Alice in Wonderland



NOW! WONDERFUL ENTERTAINMENT!

CASTLE FILMS
proudly brings you
Lewis Carroll's
immortal classic



ALICE IN WONDERLAND

This beloved fantasy is a movie miracle combining live action and ingenious puppetry. Here in the delightful wonderland of the White Rabbit, the Mad Hatter, the Cheshire Cat and the King and Queen of Hearts, Alice meets all the amusing and satirical characters that millions of people, young and old, have enjoyed. This movie that brings to life an immortal classic is a "must" for every home.

THE PICTURE YOU'VE BEEN WAITING FOR! NOW...

TEN FATHOMS DEEP

Man's great struggle for underwater treasure is vividly depicted in superb undersea photography. A thrilling adventure movie of men equipped with the Aqua-Lung, roving the floor of the ocean and prying into the sunken hulk of a ship, a wartime sub victim. They daringly brave the dangers of underwater adventure, amid the dim cabins and cargo holds, and recover treasures that were abandoned when the torpedo struck. An enthralling home movie!



FREE: Ask for the latest Castle Films Catalog describing a great variety of the finest home movies available.



1445 Park Ave., N.Y. 29, N.Y.

All television use of Castle Films' Motion Pictures is reserved and they may not be televised.

Important! See Your Photo Dealer Or Send This Handy Order Form TODAY!

Send Castle Films indicated in the size and length checked	8 mm		16 mm		
	Headline \$1.95	Complete \$5.95	Headline \$2.95	Complete \$9.75	Sound \$21.75
"Alice in Wonderland"					
"Ten Fathoms Deep"					
Name _____					
Address _____					
City _____ Zone _____ State _____					
Remittance Enclosed <input type="checkbox"/> Ship C.O.D. <input type="checkbox"/>					
MP-11 Send me Castle Films' FREE DeLuxe Catalog <input type="checkbox"/>					

* IT DOES MAKE A DIFFERENCE WHERE YOU BUY YOUR CAMERA & EQUIPMENT

SAVE \$22.10 Brand New REFLEX CAMERA OUTFIT ARGOFLEX EF

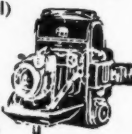
- Twin Lens Focusing Reflex
- f4.5 Coated lens.
- Shutter Synchronized, 1/10 to 1/200th.
- Complete with Carrying case.
- Complete with Flash Unit.
- Plastic Gadget Bag, \$6.50 value.
- Complete set adapter ring, choice of 3 filters, and sun shade.
- 6 rolls of PX 620 film.

ONLY \$7250

ZEISS SUPER IKONTA A. CAMERA BRAND NEW (Discontinued Model)

- 120 size 16—1/2—120 size.
- Coupled Range Finder.
- "T" Coated f3.5 Tessar lens.
- Synchronized Compur Rapid shutter.
- Reg. Value \$204.00.
- Case for above Extra \$5.95.

ONLY \$10950



CLOSE OUT—SPECIAL SALE BRAND NEW ALTIX 35 CAMERA

- 35mm Camera f2.9 Cld Lens.
- Shutter 1/25th, 1/50th, 1/100th and B.
- Built in Flash—Body Release.
- Regular \$39.95.
- Altix Flash gun for above.....\$4.95
- Eveready case for above.....4.95

ONLY \$2750

ANOTHER UNITED SPECIAL—JUST THREE: NEW VOKAR 35 CAMERAS

- Vokar 35 w/ Coupled Range Finder.
- f2.8 Coated lens.
- Shutter 1 sec. to 1/300th.
- Save \$55.00 Regular \$94.50.
- Case for above. Only \$4.95.

ONLY \$3950

SPECIAL SALE LIMITED QUANTITIES

- 24 sh. 4x5 Ansco Super Pan Press
- Cut films dated. Aug. 1952. Only. \$1.69
- 2 1/4x3 1/4 Super Pan Press
- Film Packs. Dated Aug. '52. Only. .95

SAVE 25% POCKET BOWER TRIPOD

	Open	Closed	Weight	List	Your Cost
11 section	44 1/2"	8 1/2"	9 1/2 oz	\$12.50	\$9.38
11 sec w/head	45 1/2"	7 1/2"	10 1/2 oz	\$13.75	\$10.34
10 section	48 1/2"	7 1/2"	9 1/2 oz	\$11.50	8.60
10 sec w/head	47 1/2"	8 1/2"	10 1/2 oz	\$12.75	9.60
7 section	45"	9"	9 1/2 oz	\$9.50	7.09
7 sec w/head	46"	10"	10 1/2 oz	\$10.75	8.09
Leather Carrying Case for any of above					2.20

SAVE 40% PORTABLE RADIANT CRYSTAL SCREEN SPECIALLY DESIGNED FOR BLACK & WHITE & COLOR STURDY CONSTRUCTED

	REG.	SALE
30x40	\$13.75	\$8.95
40x40	13.95	9.95
37x50	19.25	12.95

REPEAT SPECIAL OFFER

NEW EDINEX 35mm PRECISION MINIATURE CAMERAS

- Model III A w/ f2.9 Steinheil ctd. lens cpld. RF, Prontor S shutter.....\$ 74.95
- Model III C w/ f2 ctd. lens Synchro Compur Rapid cpld. RF.....104.95
- Model III D. Same as above in Compur Rapid MX Synchro shutter.....114.95
- Eveready Case for above \$5.95
- Flash Gun for above.....6.25

SPECIAL PURCHASE! NEW IKONTA C CAMERA

- 125 w/ f3.5 ctd. Tessar Compur Rapid Synchro shutter. Reg.....\$99.50 \$69.50
- Eveready Case for above.....\$7.50

ROLL FILM ADAPTERS & HOLDERS

- Adapt—A* Roll 620. 120 roll film adapters for 2 1/4 x 3 1/4, 3 1/4 x 4 1/4 and 4 x 5 Press Cameras
- All Models, please specify.....\$23.95
- Rada 6.5 x 9 cm. and 9x12 cm. Imported 120 size roll film adapters w/ mask.....9.25
- 2 1/4 x 3 1/4 Alkon Cut film Holders.....2.95
- 4 x 5 Alkon Cut film holders.....3.25
- 6.5 x 9 cm. and 9 x 12 cm. Cut film holders.....1.35
- 2 1/4 x 3 1/4 Grafmatic Cut film Holder.....11.95
- 4 x 5 Grafmatic Cut film holders.....17.65
- 120 size Roll film adapters for 6.5 x 9 cm and 9 x 12. Film Pack Cameras.....8.25
- 120 size Roll film adapters for 3 1/4 x 4 1/4" Press Cameras Specify Model.....10.50
- 120 size Roll film adapters for 4 x 5 Press Cameras Specify Model.....10.85
- 120 size Roll film adapters for 2 1/4 x 3 1/4" Press Cameras Specify Model.....10.50
- 6.5 x 9 cm. and 9 x 12 cm Film Pack Adapters 3.95
- 2 1/4 x 3 1/4 Graflex Cut Film Magazine, New.....19.95

LEICA ACCESSORIES IMPORTED

- TELEPHOTO VIEW FINDERS for LEICA—
- CONTAX complete w/ case for 35mm, 75mm, 85mm, 90mm and 135mm Lenses.....\$ 7.19
- UNIVERSAL VIEW FINDERS for LEICA w/ Case.....29.50
- Super Nooky Close Up Device for Elmar lens.....17.95
- Super Nooky Close Up Device for Summar, & Summarit lens.....15.25
- Used Leitz Imarect Finders.....32.00
- Contax Cassettes. Used.....3.95
- Leica Cassettes. Used.....2.49

CONTAX LEICA EQUIPMENT

	New	Used
Contax I f3.5 Tessar RF.....	\$ 59.50	
Contax III f1.5 Sonnar.....	149.50	
Contax IIA f2 Sonnar C RF.....	444.00	269.50
Leica IIIA f2 Summar R.F.....	139.50	
Leica IIIC f2 Summarit C.....	169.50	
Leica A f3.5 Elmar.....	44.50	

LEICA CONTAX ACCESSORIES

35mm Summaron c wide angle.....	122.40	79.50
85mm f1.5 Summaron c Telephoto.....	459.00	284.50
90mm f4 Elmar c Telephoto.....		79.50
135mm f4.5 Hektor c Telephoto.....	165.00	117.50
Vidom Universal Leica Finder.....		18.50
35mm f2.8 Biogon Wide angle c.....		97.50
85mm f2 Sonnar Telephoto c.....		94.50
135mm f4 Sonnar c Telephoto.....		99.50

MOVIE HIGHLIGHTS AT UNITED THRIFT PRICES

ALL BRAND NEW ELITAR 8mm IMPORTED LENSES

- All chrome finish, Guaranteed First Quality, Supplied in D Mount. Coated.
- 1" f3.5 Fixed Focus Telephoto.....\$ 7.79
- 1 1/2" f3.2 Fixed Focus Telephoto.....10.95
- 1 1/2" f3.2 Focusing Mount Telephoto.....13.95
- 1 1/2" f2.5 Focusing Mount Telephoto.....21.95
- 1 1/2" f1.9 Focusing Mount Telephoto.....29.95
- 1 1/2" f1.5 Focusing Mount Telephoto.....32.95
- 6mm f1.9 Fixed Focus Wide angle.....31.95

MOVIE ACCESSORIES

- Universal Movie Titrer for 8 or 16mm.....\$ 4.95
- Baia 8 or 16mm Complete Action Editor w/ viewer, splicer, rewinds, mounted.....44.50
- Federal 8 or 16mm Enlarger.....15.50
- Mansfield 8mm Super c Editor, complete w/ viewer, splicer, rewinds, mounted.....15.95
- Premier Titrer w/ lites.....11.95
- *Reverse 8mm Complete Enlarging Outfit.....28.49
- *Reverse 16mm Complete Enlarging Outfit.....29.95
- Da Brite 16mm Film Movie Viewers.....4.49
- Thalhammer Craig Pan Heads. All Tilts.....6.95
- 3" f3.5 Cld Berthiot Telephoto Lens.....33.50
- 1" f1.9 Cld Berthiot C Mount Lens.....33.95
- 15mm f2.8 Cld Berthiot Wide Angle Lens.....30.95
- *Weston Cine Master II Exposure Meter.....20.95
- Hollywood Stainless Steel 8 & 16mm Splicer.....4.95
- Presto Dry Splicers for 8 & 16mm.....1.95
- Improved Compact-O * Lite. 4 Life Unit complete with carrying case.....15.95

BIG 19-PIECE OUTFIT THE PRECISION BOWER—X

- Takes 8 pictures 2 1/4 x 3 1/4
- COLOR & BLACK & WHITE
- HERE'S WHAT YOU GET!

- Sensational "Bower X"—an outstanding new folding camera with f6.3 lens.
- Streamlined Flash Attachment—factory synchronized for perfect flash results.
- Three Rolls of Ansco "All-Weather" Film guaranteed to take good pictures.
- Sturdy Camera Tripod for clearer pictures. Fine chrome fittings.
- Handsome Camera Carrying Case complete with carrying strap—all genuine leather.
- Handy Tripod Pan Head for easier focusing, steadier pictures.
- Two Batteries for Flash Attachment.
- Eight Photo Flash Bulbs—G.E. 5.
- Eastman Kodaguide gives you the correct exposure settings for good pictures.

ALL 19 PIECES COMPLETE \$4852

SAVE 33 1/3%—SPECIAL SALE NEW KEYSTONE COMEDIES

- WESTERN • ADVENTURE • CARTOONS
- Charlie Chaplin, Crazy Cat, Our Gang, Tom Mix, William S. Hart, Wild West, etc.

16mm 100 ft.....\$1.95	8mm 100 ft.....\$1.95
8mm 50 ft.....1.39	8mm 25 ft......59

Complete Assortment in Stock. Write for Catalog.

UNITED CAMERA EXCHANGE

83 CHAMBERS STREET, N.Y. 7

Get IT* at UNITED

FIRST TIME IN U. S. A.
Immediate Delivery
AMAZING NEW ROBOT STAR



- 24 Exposures per wind
- Standard 35mm Cartridges
- Fully synchronized for Strobe & MX
- Release Lock
- Remote Control
- Inter-changeable lenses
- 3 View Finders

Robot Star w/f1.9 Schneider Xenon coated...\$249.50
Robot Star w/f2.8 Schneider Xenon coated... 217.50
Robot Star camera without lens... 141.50
Robot Special w/ double spring motor exposures up to 50 per wind less lens... 170.00

SCHNEIDER LENSES for ALL ROBOT MODEL CAMERAS
ALL FACTORY COATED BRAND NEW



35mm f2.8 Schneider Xenar... \$ 82.50
40mm f1.9 Schneider Xenon... High Speed 117.50
35mm f3.5 Schneider Xenagon... Wide Angle 90.50
75mm f3.8 Schneider Tele Xenar... 110.50
150mm f4.5 Schneider Tele Xenar... Telephoto 157.50



MICRO* ADAPTER FOR ROBOT CAMERAS

This attachment is simply mounted between camera & microscope, no modifications are necessary. Robot Microscope Attachment \$150.00

B.C. POCKET FLASH for all ROBOT CAMERAS
Designed for specific use with this camera using midjet bulbs...\$15.50



VIEW FINDERS FOR ALL ROBOT CAMERAS

Universal Finder for all lenses 30 to 150mm...\$42.50
Optical Finder for Wide Angle lens... 10.50
Sport Frame Finder for 40 & 75mm lenses... 12.50
Optical Sport Finder for 75mm lens... 15.75
Optical Sport Finder for 150mm lens... 17.50

CASES FOR STAR CAMERAS

Eveready Cases...\$13.50
Eveready case for Star w/ dble meter... 18.50
Units case, Combination case... 29.50
Leather case for Xenagon, Xenar, & Xenon accessory lenses... 3.75
Leather case for 75mm Tele Xenar... 5.75
Leather case for Tele Xenar 150mm... 6.50

UNDERWATER HOUSING for all ROBOT CAMERAS

Permits use of camera underwater as far down as 100 ft. below water's surface. Underwater Housing for Robot Star...\$295.00
Sport Frame Finder for Underwater Housing... 15.00

STEREO ATTACHMENT FOR ALL ROBOT CAMERAS

This attachment employs two cameras so mounted that their lenses are the proper distances apart for stereo photography. Stereo Attachment for Robot...\$32.50

ROBOT ELECTRO MAGNETIC RELEASES

Remote Release for 110V w/ base plate...\$32.50
Series Release for 12V Battery, Complete... 39.50
33 ft. Extension Cord... 5.50

ACCESSORIES For All ROBOT CAMERAS

Accessory Clip for Robot...\$ 3.75
Finder Mask for 75mm lens... 2.75
Cable Release 7' w/ locking screw... 1.75
Selftimer for Robot... 4.50
"N" Take Up Cassettes for Robot II & IIA... 3.95
"T" Supply Cassettes for Robot II & IIA... 3.95
Spool for "N" or "T" Cassette... .65
"Quick Change" Daylight Rewinder... 2.75
Robot Slide Mounts aluminum. Box of 100... 12.50

*** SAVINGS**

- * Unconditional Guarantee
- * Sincere and Courteous Service
- * Best Trade-in Offers
- * Newest Cameras and Equipment

SAVE \$22.50 JUST FIFTEEN CAMERAS
VOIGTLANDER BESSA 66.

- 120 size 12 2/4x2 1/4.
- 75mm f4.5 Coated Vaskar lens.
- Compur Rapid shutter 1/sec. to 1/500th.
- Trigger release.
- Optical Finder.
- Regular \$60.00.
- King Line Passive Synchronizer for above...\$6.49

ONLY \$3750

LIMITED QUANTITY
NEW REYNA 35 CAMERAS

- f3.5 Berthiot Paris lens.
- Prontor II Shutter 1 sec. to 1/200th.
- Delayed Action Timing.
- Body Release.
- Value \$59.50.

ONLY \$1950

NEW MINUTE 16 CAMERAS

- 14 Exp. Miniature size.
- Ctd. f6.3 lens.
- Magazine Load.
- Optical View Finder.
- Double Exposure Prevention.
- Film for above...3 for \$1.00
- Flash for above... 3.49

ONLY \$695

MICRO 16 PIXIE CAMERAS

- f6.3 lens in Fixed Focus Mount.
- 3 speed shutter.
- 14 Exposures to miniature roll.
- Films for above per magazine...65cents.

ONLY \$195



CONTAX-S JUST SIX OUTFITS

• with f2 "T" Ctd. Zeiss Biotar lens.

- with Pre-Set Automatic Diaphragm.
- Shutter Fully Synchronized.
- FREE INSTRUCTION BOOKLET.
- Complete With EVEREADY CARRYING CASE.

ONLY \$19850

ACCESSORIES FOR ABOVE ALL BRAND NEW

40mm f4.5 Meyer Wide Angle lens...\$69.50
135mm Steinheil f4.5 Ctd. Telephoto... 48.50
Set of Extension Tubes. New Style... 7.95
85mm f2.8 Steinheil Ctd. Telephoto lens... 59.50

SCOOP! SCOOP!

FOR A LIMITED TIME ONLY
IMPORTED PRISM



BINOCULARS BRAND NEW

7x50 PRISMATIC BINOCULARS WITH COATED OPTICS. They are extra sturdy, precision constructed, and equipped w/ eyepieces, which may be individually focused and adjusted for the sight of the user.

FREE GENUINE LEATHER CASE FOR ABOVE. OUR PRICE USUALLY WOULD BE \$100.00.

ONLY \$3750

Plus 20% Federal Excise Tax

DARKROOM SAVINGS

Kodak Projection Print Scale...\$.95
Kodak Day Load Tanks for 35mm... 7.59
Kodak Brownie Safelight Model D... 3.25
Kodak Automatic Tray Siphon... 3.59
Kodak Timers Minutes and Seconds... 5.75
12x17 Chrome Ferrottype Plates... 1.45
Plano Safelights... 1.95
Kent Adjustable Roll film tanks... 1.50
1x14 Sun Ray Adjustable Enlarging Easel... 4.95
Sun Ray Aristocrat Enlarger w/ lens for 2 1/4 x 3 1/4... 9.95
Federal 135mm Enlarger w/ condensers and f4.5 lens... 37.95
14x17 Dialmaster Airquick Easel... 12.95
Plastic Print Tongs per pair... .39
Fedco Focus Rite Enlarging Aid... 1.79
Federal 2 1/4 x 3 1/4 Store Away f6.3 Enlarger... 30.95
11 1/2"x16" Single Sided Dryer, Electric Model... 6.95
Hydrojet Print Washer... 2.95
120-620 Nikor Stainless Steel Tanks... 6.15
35mm Nikor Stainless Steel Tanks... 5.59
4x5 Adj. Cut Film Nikor Tank... 11.85
35mm Double Reel Nikor Tank... 9.10
60 Second Darkroom Timers... 3.50
Lip Stick Lens Brush... 1.00
Spot O Matic Enlarging Meter... 9.95
4" Heavy Duty Print Rollers... 1.99
Airquick Jr. Contact Printer to 4x5... 8.08
Kodacraft Printing Kit for beginners... 3.89
Bradley Trimmer w/variable Guides...
8" \$4.50 12" \$ 7.39
10" 5.85 15" 13.95
Radiant 4 in 1 Adj. Roll film tanks...\$2.95

CLEARANCE USED CAMERAS

SOLD IN "AS IS" CONDITION.
MOST IN GOOD MECHANICAL ORDER.

National Graflex Ser II f3.5 B&L...\$34.50
S.S. Dolly f3.5 Compur Range Finder... 29.50
Sinta 1/4-120 f3.5 lens shutter to 1/200... 14.95
V.P. Exakta f3.5 lens... 24.95
Wirgin Reflex 120 size f4.5 lens... 17.95
Foth Flex Twin Reflex w/ f2.5 lens... 29.50
Ikonta C f3.5 Novar, Compur Rapid... 24.50
Bessa 120 f4.5 Voigtar, Compur... 42.50
Roamer II 120 size f4.5 ctd lens. New... 19.50
620 Kodak f4.5 lens in Compur shutter. Good... 29.50

SALE! BRUMBERGER ACCESSORIES
SAVE MANY \$ \$ \$ \$ \$

5x7 Contact Printer...\$16.95
5x7 Safe Light w/ amber filter... 4.79
8x10 Paper Safes... 8.79
11x14 Paper Safes... 15.95
1050 All Metal Slide File for 100 2x2... 1.59
1075 " " " " for 150 3/4x4... 3.09
1100 " " " " for 200 2 1/2" Sq... 3.09
1125 " " " " for 250 2 1/2" Sq... 3.09
1150 " " " " for 300 2x2... 2.39
1166 " " " " for 300 Stereo... 4.95
1225 Versatile Slide Viewer for 2x2... 4.95
1265 Stereo Viewer... 7.59

MAIL ORDERS

FILLED PROMPTLY

All prices listed are F.O.B. New York City. C.O.D. orders require a deposit of 10%. Please include shipping charges with all orders. Overpayments will be cheerfully credited.

UNITED CAMERA EXCHANGE
83 CHAMBERS ST., NEW YORK 7, N.Y.

DO YOU WISH TO RECEIVE OUR PERIODIC BULLETIN?
IF SO PLEASE FILL IN THE COUPON AND MAIL TODAY.

NAME

ADDRESS

CITYZONE.....STATE.....

YOU can make



MOVIES FOR TV

This book shows you how

There's a big and growing market for GOOD 16mm movies that televise well. This book explains in detail the special techniques for making movies for TV. You'll learn how to make titles and special effects such as wipes, fades, and dissolves; what lighting is suitable and what is NOT for televising; color and tones that televise best; how to edit and splice film; special techniques for commercials, newsreels, and other features. Here's an exciting new field for your talents. This book shows you how to get into it.

For the best value in lenses, consult

PHOTOGRAPHIC OPTICS

by A. R. Greenleaf

How lenses are constructed, the particular merits and disadvantages of each type being manufactured today; which give maximum resolving power and why; the particular problems of fast lenses, wide angle lenses; the exact meaning of lens classification; fallacies of exposure estimation—these are some of the important facts you'll learn in this most valuable book.

The expert's techniques of lighting are revealed for the first time in



PAINTING WITH LIGHT

by John Alton

This year's winner of the "Oscar" for photography, John Alton, tells you just what equipment (much of it inexpensive) to use and how to place it to get the particular effects you want in close-ups, indoor and outdoor shots; for candlelight, moonlight, special weather effects, for sharp or subdued shadow, for glamour or striking reality—a unique guide to better, more striking photography.

SEE THEM ON APPROVAL.

The Macmillan Co., 60 Fifth Ave., N. Y. 11

Please send me the books checked below. I will either remit in full or return the books in 10 days.

☐ Painting with Light, \$6.75 ☐ Movies for TV, \$5.00
☐ Photographic Optics, \$5.75

Signed

Address

(This offer good within the continental limits of the U.S.A. only.)

HENLE'S MOVIE

(Continued from page 96)

and Howell Filmo viewer for the editing, which he did himself. Special effects, in the way of dissolves, and so on, were added by film technician Bob Sosenko who worked closely with Henle on the film.

The story of the making of *Virgin Islands, U.S.A.* has a happy ending. The film was sold to the Virgin Islands Corporation, a government agency. It will be seen on television. Since the first movie, Henle has shot two others. One is called *Calypso Carnival*; the other deals with West Indian dancing and is not quite finished. All three films will soon be seen in the small art movie theaters in New York City—and then will be distributed to similar movie houses throughout the country.

Henle feels that he has learned with each new film. And he's discovered that his expenses are less now that he knows which mistakes to avoid. He enjoys making movies immensely and feels that they have improved his still work. "There's more attention to motion in my still photographs now." And movies have given him a new medium in which to express himself. But he's not giving up his still cameras quite yet—or ever!

—THE END

DR. CINEMA

(Continued from page 89)

rain, wind, crackling fire, trains, and so on. And when it comes to musical accompaniment, you can write your own ticket.

Something a little special in the tape field is offered by Revere Camera Co. in its striped tape. (See *New Products*, Sept. 1952 *MODERN*, page 29.) An inexpensive synchronizing attachment is fastened to your 8 or 16mm projector. A mirror surface on this attachment deflects part of the projected light onto the striped tape running on the nearby tape recorder. The flicker of the tape stripes then is synchronized with the intermittent projector images so that the stripes on the tape seem to be standing still. It's an adaptation of the stroboscopic principle used in adjusting turntable speeds and for many other purposes. The end result here, of course, is that the rates of speed of projector and tape are synchronized very accurately.

As to the tape recorders themselves, you can get a wide variety, priced at anywhere from \$98 upwards. The fancier units incorporate radios and various other extras.

Fidelity of tape reproduction is excellent for voice, less so for music. Some recorders operate at so-called high speed—around 7½ feet per second.

(Continued on page 102)

AMERICA'S TWO BEST BUYS

SUN RAY ENLARGERS
AVAILABLE AT ALL PHOTO DEALERS

DEFENSE BOND

U. S. DEFENSE BONDS
AVAILABLE AT ALL BANKS AND POST OFFICES

SUN RAY PHOTO CO. Inc., 301 Lafayette St., N. Y. C.

Zeiss Ikon
Cameras

Zeiss Ikon Cameras have long been noted for precision construction and superb optical quality. See them—at leading dealers.

35MM ANSCO COLOR

Daylight or Tungsten

20 exp. reloaded in metal cart.

3 for \$3.50 • 6 for \$6.50

Please include postage. Include 25% on C.O.D. shipment. Write for Supreme Value Bulletin No. 1152 today.

SUPREME PHOTO SUPPLY Co. Dept. M.
11 Broadway, New York 4, N. Y.

Keep your

temperature
under
control



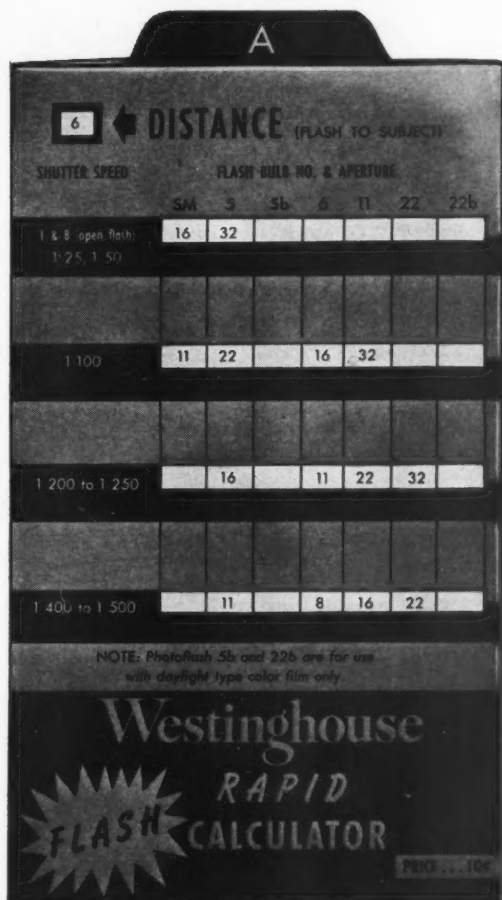
the



THERMOMETER

Fits all roll film tanks and clips handily to the sides of trays. Won't rust or corrode. Armored sheath protects the glass tube against breakage. Expanded range from 50° to 90°. \$1.65

THE FR CORP., 955 BROOK AVE., N. Y. 56, N. Y.



FREE of Extra Cost with One Westinghouse Photoflash Carton Wrapper

Get real professional *snap* in your flash pictures. Do away with *second-guessing* the right exposure. The Westinghouse Rapid Flash Calculator puts vital exposure data at your finger tips. It's easy to use, complete for every commonly used bulb size and film—both black and white *and* color!

Pick up a carton of dependable Westinghouse Flash Bulbs today. Mail the wrapper with the coupon below for your free Westinghouse Rapid Flash Calculator.



YOU CAN BE SURE...IF IT'S
Westinghouse

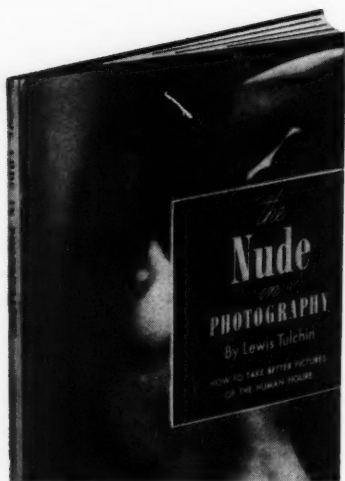
Westinghouse Electric Corporation
Lamp Division, Bloomfield, N. J.

I enclose 1 Westinghouse Photoflash Carton Wrapper.
Please send a free Rapid Flash Calculator at once to:

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....



THE NUDE IN PHOTOGRAPHY is a new, beautiful achievement. Here is a gallery of magnificent photographs chosen from 800,000 negatives. Photographs that convey the serenity and harmony, the rich, unfolding grace of the human body. Pictures and text create a delightful and easy-to-follow instruction manual; covers the subject from lighting and composition to the finished negative. Beautiful half-tone reproductions on heavy, fine-coated paper; handsome cloth binding, size 8½" x 11". Order this **NEW De Luxe Edition** today. 10-day Money-Back Guarantee.

Send only \$5.00 (we pay postage) to
GRAYSON PUBLISHING CORP.

381 Fourth Ave. Dept. MP-13 New York 16



82.5%

It has been estimated that eventually 82.5 per cent of all Kine Exakta owners will write to Seymour's to obtain information about America's most complete stock of Kine Exaktas and correct Kine Exakta Accessories—from a cable release to a complete scientific set-up.

Pity the poor 17½% who will still have to shop around for their Kine Exakta accessories, trusting to luck that they will get the right accessories. . . . Don't waste time and effort! Be sure YOU get correctly fitting accessories for your Kine Exakta. Join the many thousands who now get all the information about latest Kine Exakta developments from the only Kine Exakta Specialists in the U.S.: from SEYMOUR'S.

Let's get acquainted! Write us TODAY!

SEYMOUR'S

THE KINE EXAKTA SPECIALISTS
354-L West 31 St., New York 1, N. Y.

DR. CINEMA

(Continued from page 100)

Others run more slowly, at 3¾ feet per second or thereabouts. Both types are guaranteed to offer good response for recording voice. The faster speed is necessary for adequate musical reproduction. The slow speed, however, gets more stuff onto a single reel of tape. This holds down cost and simplifies storage problems.

Now to the magnetic striping of film, a field in which announcements of new processes and equipment are being made almost daily. It's pretty well known now that you can add sound directly to your 16mm films provided they were shot at 24 frames per second on single perforated stock. (Of course you can remedy the perforation deal by having your double perforated film duplicated on single perforated film.) You just send your processed film for impregnation with a tiny stripe of iron oxide along the unperforated edge. When you get the film back it is exactly like magnetic tape in its ability to record, reproduce and "forget" sound. Of course it requires a recorder-playback projector (see *Magnetic Sound for Home Movies*, MODERN, February 1952). Although these vary somewhat in price, the cheapest unit will set you back a few hundred bucks.

Recently Eastman Kodak got into the swim by announcing "Sonotrack", a striping service for single perforated 16mm film of either 16 or 24 frames per second speed. The company indicated that the striping of double perforated 16mm film would be undertaken if the demand warranted. Right on the heels of the Eastman announcement came a release from the Bell & Howell Co. which declared striping of double perforated 16mm film would be done for projection on the Bell & Howell magnetic sound projector, the Filmosound 202 (see *New Products* section this issue). The release added that excellent sound could be had with film at 16 frames per second. This makes the adding of sound to movies already taken at silent projection speeds, possible.

These advancements in the field of 16mm sound technique have made the 16mm fans happy but the 8mm user was beginning to feel like a step-child. As usual however, somebody is going to take care of the 8mm folks. The Movie-Mite Corp. this month announced a magnetic sound projector-recorder for standard 8mm film (see *New Products*).

That just about brings us up to date on sound for home movies—Your best bet is to try out each system in the store before you make up your mind on one. Ask plenty of questions and if you can't seem to get the right answer, here I am.

—THE END.

Big Pictures with 2¼x3¼ EDINEX

\$29.95



- f6.3 Coated Lens
- Speeds to 1/200th
- Built-in Flash Synchronization
- Black & White or Kodachrome

Use the 2¼ x 3¼ Edinex to start a new season of photographic fun—at home, back-to-school, or in the service. The self-erecting optical viewfinder accurately frames the field of view. You press the convenient body release—and the fine Edinex lens-shutter system delivers the kind of needle-sharp photographs you will treasure forever. Rugged all-metal construction, handsomely finished in chrome and morocco leather. See it at your dealer today!

2¼ x 3¼ EDINEX, f6.3 Wirgin Edinar Coated Lens, with Vario 4-speed shutter \$29.95
with Pronto 5-speed shutter, self-timer . . . 34.95

CAMERA SPECIALTY CO., INC.

50 West 29th Street New York 1, N. Y.
Exclusive Factory Representative in the U. S. A.
For Wirgin Camera Works, Wiesbaden, Germany

Creative Photography

Not a "school." A different KIND of training—different in intent, method and result.
33rd year. Write today for booklet M-17.
Rabinovitch Photography Workshop
40 W. 56 New York 19

Unusual Color Titles

Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different—cleverly designed 2 x 2 color slide titles—using pretty Hollywood models. ACT NOW—Set of 4-\$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.

HOLLYWOOD

SPECIALTY PRODUCTS

6253 Hollywood Blvd., Suite 1028
Dept. M11, Hollywood 28, Calif.

10 COLOR SLIDES \$1

One of the great scenic wonders of the world. Annually visited by millions and one of the world's most famous spots for honeymooners. 10 dazzling 2x2 color slides—views from both the American and Canadian borders, all different, \$1.00. List of others sent with order.
SLIDE Co. Box 1031, Canton, Ohio

Thrilling Work COLORING PHOTOS at Home

Fascinating hobby and vocation learned at home by average man or woman who is artistically inclined. Work full or spare time. Modern method brings out natural, life-like colors. Many have earned while learning. FREE BOOKLET tells how to get started doing this delightful home work for photographers, stores, individuals, and friends. Send today for your copy. No obligation.
EASY TO LEARN
NATIONAL PHOTO COLORING SCHOOL
8350 Diversey Parkway, Dept. 1948, Chicago 14, Ill.



Compare*

The new revolutionary RITEWAY HOLDER!

(a great buy at only \$4.05!)

HAILED BY THE PRESS!

"We think they are excellent. In our tests, all were dropped on a concrete floor from a height of 6 ft. No damage resulted."

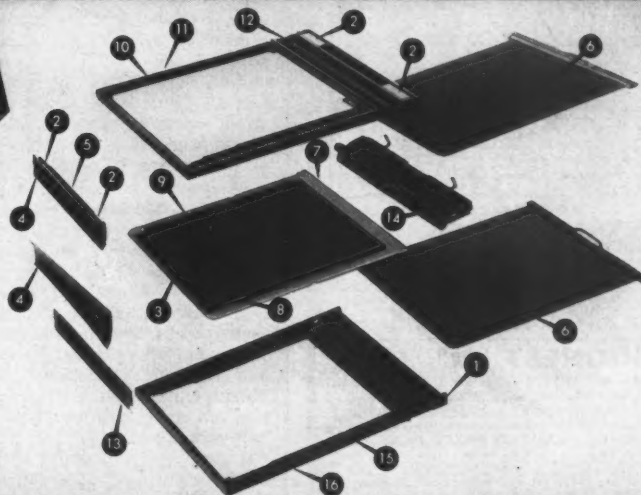
GEORGE DIXON, *Boston Herald-Traveler*

"We subjected it to severe breakage tests which it survived . . . also to 140° steam heat for 10 days without warping."

WILLIAM JOHNSON, *Daily Oklahoman*

"The best holder anyone has manufactured up to this time."

WALLY DAVIS, *Miami Daily News*



* SIXTEEN WAYS BETTER!

- **EASIER TO USE!**
- **MORE ACCURATE!**
- **MORE RUGGED!**
- **COMPLETELY LIGHT-TIGHT!**

1. Thinner for faster loading . . . less storage space
2. Erasable tabs outside; provision for negative tabs inside . . .
3. Finger recess facilitates inserting and removing film
4. Flap folds completely for easier loading, longer hinge life . .
5. Anti-slip flap prevents film from shifting
6. Non-static dark slides, with visual and touch signals
7. Rigid aluminum core for perfect registration
8. Bonding film sheaths assure absolute accuracy
9. Formed septum rails hold film flat
10. Tough outer material retains tolerances indefinitely
11. Shock-resistant. Less vulnerable than wood or metal
12. Welded in one piece. No rivets, joints or seams
13. Multiple step flap . . . positive light lock at hinged end . . .
14. Spring-fingered light trap . . . pioneered by Graflex
15. External serrations prevent leakage of stray light
16. Solid color right through

	RITEWAY	HOLDER A	HOLDER B
1.	✓		
2.	✓		
3.	✓		
4.	✓		
5.	✓		
6.	✓	✓	✓
7.	✓		
8.	✓		
9.	✓		✓
10.	✓		
11.	✓		
12.	✓		
13.	✓		
14.	✓	✓	✓
15.	✓		
16.	✓		

BEFORE YOU BUY ANOTHER 4x5 HOLDER . . . SEE THE RITEWAY . . . AT YOUR GRAFLEX DEALER'S!

GRAFLEX®

Prize-Winning Cameras

Graflex Inc., Dept. 148
Rochester 8, New York

Please send me details on RITEWAY
FILM HOLDERS.

Name _____
Street _____
City _____
County or Zone _____ State _____

A black and white portrait of a young woman with dark, curly hair. She is looking slightly to the left of the camera. She is wearing a dark jacket over a light-colored blouse with a ruffled collar. The background is dark and out of focus.

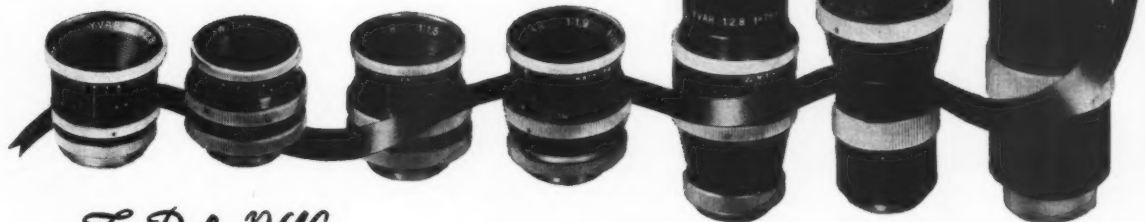
For one thing, learning by experiment helps you get rid of the idea that there is a certain set of rules to be followed—just one right way to compose a shot, or set up lights. Some old dodo of a speaker might tell you that there are several fixed arrangements—the 45 degree light, etc. He is so wrong. I once heard Philippe Halsman, the big-shot photographer, whose work often appears in *Life*, tell a camera club,

(Continued on page 106)

Kern-Paillard Lens Selector

...spans the movie camera List

The outstanding success of these lenses on Bolex cameras has prompted the owners of other cameras to ask for them. Wide-Angle to telephoto, click stops, sunshades, hard coating and Visifocus* make an unbeatable list of reasons for owning them.



For Bolex H-16

	Length	Aperture	Mount	Weight	Price
*Yvar	16mm	F:2.8 to F:22	"C"	1 3/4 oz.	\$ 76.50 Inc. FET
†Switar	25mm (1")	F:1.4 to F:22	Bolex only	5 oz.	178.50 Inc. FET
*Switar	25mm (1")	F:1.5 to F:22	Bolex only	5 oz.	122.00 Inc. FET
*Pizar	26mm (1")	F:1.9 to F:22	"C"	5 oz.	94.25 Inc. FET
*Yvar	75mm (3")	F:2.8 to F:22	"C"	5 1/4 oz.	94.50 No Tax
*Yvar	100mm (4")	F:3.3 to F:22	"C"	6 oz.	106.00 No Tax
*Yvar	150mm (6")	F:4 to F:32	"C"	7 1/2 oz.	145.75 No Tax

Other 16mm cameras using "C" mount:

Bell & Howell 70 above Serial No. 54090
 Bell & Howell 70 D, E, F, G and J
 Bell & Howell Auto Load, Auto Master
 Auricon Pro
 Auricon Cine Voice
 Auricon Super 1200

Maurer 05
 Grover GSAP
 Keystone all 16mm models

Revere 16 and Revere 26
 Victor: Model 3 above Serial No. 36885
 Model 4 above Serial No. 20026
 Model 5 above Serial No. 52151
 Pathe Super 16
 Morton Soundmaster
 Nord Professional

With Adapter Ring BO-310

Bolex H-8

Kodak Reliant

Revere 88

Revere Ranger

DeJur—all single lens models Ampro 82 Keystone—All single lens models

For Bolex H-8

†Switar	12.5mm (1/2")	F:1.5 to F:22	Standard	2 1/4 oz.	\$120.50 Inc. FET
*Yvar	13 mm (1/2")	F:1.9 to F:22	Standard	2 1/4 oz.	79.00 Inc. FET
*Yvar	25 mm (1")	F:2.5 to F:22	Standard	1 3/4 oz.	59.50 Inc. FET
*Yvar	36 mm (1 1/2")	F:2.8 to F:22	Standard	2 oz.	62.50 No Tax

Other 8mm cameras using Standard mount:

Ampro 8mm
 Kodak Reliant

Revere 88
 Revere Ranger

With Adapter Ring BC-1469 Bolex L-8

DeJur—All single lens models
 Keystone—All single lens models
 †With "COMPASS" depth-of-field scale.



***What is Visifocus?** Visifocus is an entirely new type of Depth-of-field indicator—a Kern-Paillard exclusive. It is a series of vivid orange colored signal dots automatically indicating the zone of sharpness at any lens opening. The Visifocus feature eliminates the need for complicated depth-of-field charts as the calibrated signals flash up automatically between the diaphragm scale and the focusing scale of the lens mount.

SEE YOUR BOLEX FRANCHISED DEALER

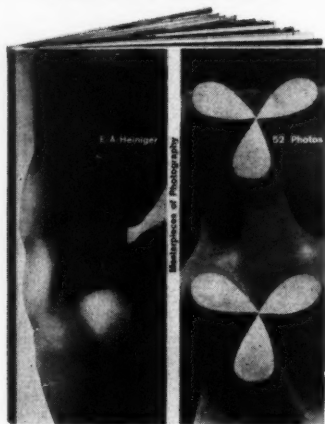
Paillard Products Inc., 265 Madison Avenue, New York 16



Winner of

1952

World Exhibition



\$2.98

E.A. Heiniger

a gift of distinction

Mr. A. E. Heiniger, winner of 1952 World Exhibition and holder of Italian Golden Medal of Photography shows 52 of his best photographs. They prove that photography can be more than just reproduction of reality, that it can be a means of artistic expression. On special paper, prints of exquisite taste, each personally checked by the author, show an incredible variety of delightful subjects. The annex contains a wealth of information on the author's special technique in photography.

mail to day

Swisshouse Products Inc. M.P.
401 Broadway, New York 13, N. Y.
I want to own a copy of the book
"Masterpieces of Photography" by
E. A. Heiniger

I enclose ☐ check ☐ money order
\$2.98

Name _____

Street _____

City _____ Zone _____ State _____

salon calendar

*1ST SALON INTERNACIONAL DE ARTE

FOTOGRAFICO EN MEXICO

Closes October 15. Exhibit, November 15-December 15. Fee, \$1 for 4 prints or slides. Write Sec'y, Club Fotográfico de Mexico, A. C., San Juan de Letran 80, Mexico 1, D.F.

*16TH INT. SALON OF PHOTOGRAPHIC

ART, SANTIAGO, CHILE

Closes November 4. Exhibit, November 20-December 20. Fee, \$1 for 4 prints or slides. Write Foto Cine Club de Chile, Huerfanos 1223, Oficina 14, Santiago.

15TH SPRINGFIELD INT. SALON OF PHOTOGRAPHY AND 1ST COLOR SLIDE EXHIBITION, SPRINGFIELD, MASS.

Closes for prints Dec. 3, for slides December 10. Print exhibit, January 4-25; slides, January 4-18. Fee, \$2 for prints, \$1 for slides. Write John E. Phelps, Sec'y, George W. V. Smith Art Museum, Springfield 5, Mass.

*20TH WILMINGTON (DEL.) INT. EXHIBITION OF PHOTOGRAPHY.

Closes January 11. Exhibit, February 1-23. Fee, \$1 for 4 prints and/or slides. Write Edward A. Heisler, Jr., P. O. Box 401, Wilmington, Delaware.

*Follows P.S.A. practices.

CAMERA CLUBS

(Continued from page 104)

"The best lighting is the one that looks best. Keep moving the lights around until you get a good effect. Then that is good lighting, no matter how the lights are placed." Or, taste is better than rules.

Save magazine articles and follow their advice. Read books and compare notes with other club members, too. If you need a teacher to tell you when the lighting looks fine and when it doesn't, then by gosh you will never learn photography. The main thing a teacher can do for you is save you time in catching on to basic technique. Even that you get eventually, from books and falling on your face a couple of times.

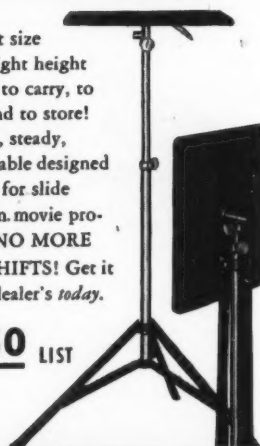
So, with or without teachers and speakers, go ahead with that camera club. Now and then some of the members will hear of somebody in the next town who made a lot of good color slides on a trip. Or you will learn of a doctor who is a shutterbug—many of them are—and he can perhaps spare an evening to give you a talk. One of the high school teachers of chemistry may have delved into photographic chemistry, and can enlighten you on some processing matters. In most towns and cities there is bound to be free floating talent, useful in some way to your camera club.—THE END.

At Last!
A table that's
made for your
projector

...the New **Victor**
PROJECT-R-TABLE

The right size
... the right height
... easy to carry, to
set up and to store!
A sturdy, steady,
folding table designed
especially for slide
and 8mm. movie pro-
jectors. NO MORE
MAKESHIFTS! Get it
at your dealer's today.

\$7.50 LIST



JAMES H. SMITH & SONS CORP.
GRIFFITH, INDIANA, U. S. A.

NOW AT YOUR FAVORITE
FOTO STORE
ROYAL FLASH GUNS
B. G. FLASH-10.20 (less bat.)
REGULAR (illus)-6.80 (less bat.)
Importers: SCHMIDT & CO. • 136 LIBERTY ST., N. Y. 6

America's Favorite
COLOR PRINT
CHINACOLOR
FINISHED LIKE FINE PORCELAIN

WALLET SIZE 2 1/2" x 3 1/2" **Now 25¢**

DELUXE MOUNTINGS
3X4 --- .65 4X5 --- .90
3 1/2 X 4 1/2 --- .75 5X7 --- \$1.75
CLASSIC 8X10 --- \$3.00

UNMOUNTED
2 1/2 X 3 1/2 --- .25 4X5 --- .75
2 1/2 X 2 1/2 (From Sq. Roll Film) --- .25
3X4 --- .55 5X7 --- \$1.50
3 1/2 X 4 1/2 --- .65 8X10 --- \$2.75

ANSCO COLOR FILM DEVELOPED
35MM (slide mtd.) 120-620 • \$1.00

Duplicate Color Slides from 35 mm originals 25¢

NORMAL 3 DAY SERVICE
MINIMUM ORDER \$1.00

PLEASE SEND YOUR PAYMENT WITH ORDER

CHINACOLOR LABORATORIES
*CHINACOLOR is a Reg. Trade Mark
Dept. 211 B, Box 4203—Washington 12, D. C.

Capture your Big Moments */in Movies! in Sound!*

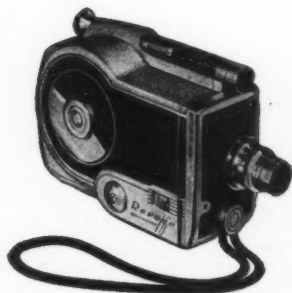
Preserve the very action . . . the very sound of the memorable events in your life! Weddings, graduations, vacation fun, growing children. Revere makes it easy and inexpensive.

See the many fine Revere cameras, projectors and tape recorders at the Revere dealer in your community.

REVERE CAMERA COMPANY, CHICAGO 16, ILLINOIS



Revere "B-61"
8mm Magazine Camera
Amazingly compact. With F2.5
coated lens, inc. tax, \$112.50



Revere "16"
16mm Magazine Camera
With F2.5 coated lens,
inc. tax, \$157.50



Revere "90"
8mm Projector
Added wide angle lens more than
doubles picture area. With F1.6
coated lens, case, \$159.50

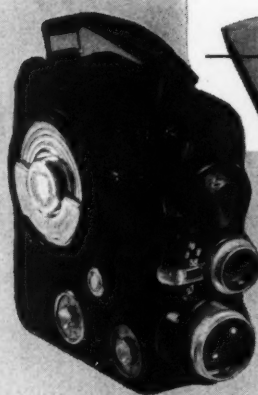


Revere

CINÉ & SOUND EQUIPMENT

Revere "Balanced-Tone" Tape Recorder
Sensational new recording triumph provides
professional "broadcast studio" fidelity.
Simplified keyboard operation, 2 hours recording
per reel, other outstanding features. \$225.
Other Revere Tape Recorders from \$169.50





Get correct exposure of every scene with the marvelous Electric Eye and Brain of the 8-mm.

EUMIG 88

← **ELECTRIC BRAIN**

← **APERTURE CONTROL**

← **ELECTRIC EYE**

The Electric Eye, a built-in exposure meter, automatically measures the available light and activates the Electric Brain, a pointer mechanism in the viewfinder. The pointer is your guide to correct exposure. It is visible and operating at all times. If it is not centered, you know the lens aperture is incorrect. A touch of your finger on the aperture control, coupled to the pointer, admits more or less light as needed, and assures you correct exposure.

The elegant Eumig 88 (made in Austria) is your pathway to satisfying home movies in both color and black-and-white. Even if you have never taken movies before, you can learn to operate this camera in a moment because it works with push-button simplicity. Designed by Europe's finest craftsmen, the Eumig offers you many advanced features, including the wonderful Electric Eye and Brain, an f/1.9 (fast), 12.5-mm., color-corrected anastigmat lens in universal focus, and a precision, clockwork motor. The smart, attractive Eumig is moderately priced for the value at \$139.50. Write now for free illustrated folder MP11.

EUMIG PRECISION WORKS, VIENNA, AUSTRIA

Exclusive representative in the U. S. A.

CAMERA SPECIALTY COMPANY • 50 West 29th St., New York 1, N. Y.



*In every time period
at the head by progress!*

**50 Years
GAUTHIER-SHUTTERS**

ALFRED GAUTHIER GMBH CALMBACH / ENZ GERMANY

HEARST WINNERS

(Continued from page 62)

affair" in which top executives act as judges, the rivalry is especially keen. Photographic illustration plays an important part in the make-up of every Hearst newspaper and the honor of being called "the best illustrated" by the boss is an important accolade.

Each final entry in the Competition involves the work of an editorial staff as well as the photographers. While the men with cameras are the ones who bring back the pictures, much of the responsibility for their work rests with the assignment and picture editors, the studio chiefs, the city and managing editors.

Oftentimes, a picture begins with a man who never touches a camera professionally. He may be a picture editor, a sports editor, or a drama editor who evaluates the news in his own department and determines the events to be photographed. Later he picks the pictures that illustrate his stories.

At the *Journal-American*, 23 photographers on outside assignment and six darkroom technicians, headed by Studio Chief Bob Keogh, produce some 26,000 photographs a year. They work in shifts to cover the photo news beat 'round the clock. Of course, not every picture they shoot could possibly be used in the paper. But each exposure is treated as a potential five-column blowup.

It's up to the editors to select the pictures from the day's take; and it's here that the Competition really begins. *Journal-American* staff photographers not only compete with each other for picture space in the paper, but also with the day's production of the photographers with picture features to sell, and spot-news beats rushed in by the apparently ever-ready amateur.

Editorial judgment allows for no favoritism. To merit several hundred thousand circulation, a picture has to be good. An amateur's picture with human interest taken at a peak moment in even a commonplace automobile accident stands a better chance of getting into print than the work of a veteran press photographer who arrives in time to talk it over with the wrecking crew.

As Studio Chief, it is Bob Keogh's job to see that his men are deployed so that a news break calling for a photographer will be covered as quickly as possible. If the photographer doesn't get there while the action is going on, he might just as well have stayed in bed.

Radio cars in constant three-way communication with the studio and the City Room, make swift coverage possible. And the *Journal-American* is set up to get a picture into print within 90 minutes

(Continued on page 110)

At Last... A LIGHTWEIGHT Portable Speed Flash that actually **MASTERS DISTANCE!**

Sensational NEW SUN LITE II

With the new high efficiency super circuit developed by National Carbon Co., makers of Famous Eveready Batteries



FOR PORTRAITS—Retains the natural softness of facial expressions!



Introductory Price Only **\$79⁵⁰**

COMPLETE WITH BATTERIES
FLASH TUBE, BRACKET AND CORD.
Nothing else to buy.

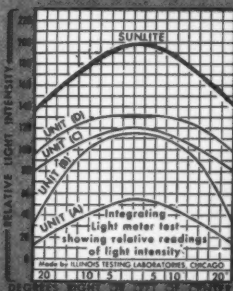


FOR ACTION—Stops all action, gives brilliant light to edges of negative!



FOR DISTANCE—Exclusive light "punch" permits full exposure even for distant shots!

Safe — Simple to Operate... Nothing to get out of order. It's America's Lowest Priced Quality Speed Flash.



The Only Portable Unit With
THE EXCLUSIVE NEW POWERHOUSE POWER PACK
1000 Flashes from One Dry Battery—10,000 Flashes From One Bulb

The new Sun-Lite II weighs only five pounds. The Sun-Lite II uses an Eveready electronic flash dry battery specially made for this unit, eliminating all worry of battery charging, water to watch, acid to spill and long warm-up periods. With the Sun-Lite II unit, batteries are always "up," always ready for use.

NOW FOR THE FIRST TIME—A portable Speed Flash that gets results: color guide numbers are 30 to 45, black and white guide numbers are 130 to 220 with normal development.

NOW FOR THE FIRST TIME—A portable Speed Flash that recycles in only five seconds. You get those "one chance of a lifetime" shots. Economical, too—less than a penny a picture.

TESTS PROVE NEW HEIGHTS OF PERFORMANCE!

Based upon unbiased tests made by the Illinois Testing Laboratories, Chicago, this chart proves that the Sun-Lite Portable Speed Flash gives you GREATER LIGHT PUNCH than any other leading speed flash units on the market—even units costing \$100 more! This powerful light "punch" actually masters distance to get the picture you want.

If your dealer does not have the Sun-Lite II write for 15-day MONEY BACK FREE TRIAL OFFER.

Unconditionally Guaranteed for ONE FULL YEAR

Hershey Mfg. Co.

3732 Field Bldg.
Chicago 3, Ill.

NEWLY DEVELOPED
ASTRO BERLIN
long distance lenses

for Leica, Contax-S, Exakta,
Master Reflex, Primar Reflex
and many other cameras



now available!

From the world's foremost specialists in long-range optics—new formulas and a new coating process—that produce lenses with a resolving power of 100 lines to the mm. and over! "Impossible" long shots now become close-ups of breath-taking sharpness . . . opening up exciting new vistas in distance photography, especially in color emulsions.

Technical information showing lens design and correction data sent to the scientifically qualified who request it.

The new **ASTRO** Berlin lenses are now available here for the first time in a wide range of focal lengths for all popular 35 mm. and $2\frac{1}{4} \times 2\frac{1}{4}$ single lens reflex cameras—and complete with Identoscope (reflex mirror housing) for the Leica.

300 mm. (12") F/5 lens for Contax-S or Exakta.....**\$195** same, with Identoscope for Leica \$345

400 mm. (16") F/5 lens for Contax-S or Exakta.....**\$245** same, with Identoscope for Leica \$395

Also available in mounts to fit most 16 mm. and 35 mm. movie cameras.

ASTRO SUPER-SPEED TELEPHOTO LENSES NOW AVAILABLE:

5" F/2.3 • 6" F/2.3 • 6" F/1.8

Precision made in limited quantity—see your dealer for available focal lengths or write for illustrated folder to Dept. A-2.

ERCONA CAMERA CORP. 527 Fifth Ave., New York, 17, N.Y.

BURKE & JAMES Presents the
Winning Combination
for Better Pictures!

All Metal 4 x 5
SPEED-PRESS
with revolving back

SOLAR

Your "Basic" Camera a Life Time Investment

Use it for Press work, Portraits, Pictorials, Actions, etc. Color and Black and White. A custom-built job, all metal, and will take the roughest kind of treatment. Used by news papers everywhere. This is the greatest value on the market for all types of work. Fully guaranteed. See it at your dealer or write direct. — Price (Less lens) **\$8450**

Prints of Sparkling Performance

The New 4x5 Solar Enlarger will thrill you with its great performance. Takes negatives up to 4x5 in. Many exclusive features. New Light Equalizer, New Actinic Baseboard. Cool operation, smooth fast operation and Proven Performance, etc. place Solars above others. Buy the best at the start. Let us tell you the full story of this and companion champions. Great value at only (Less lens) **\$8650**

FREE The Entire 'SPEED-PRESS' story! Valuable facts about our 'Blue Ribbon' line of **SOLAR ENLARGERS!** 72 pages of 'Photo-Tools'—WRITE TODAY for 'Buying Guide' #1051H.

at better dealers • or write • **BURKE & JAMES, Inc., 319 S. WABASH AVE, CHICAGO**

HEARST WINNERS

(Continued from page 108)

after it is received in the darkroom.

Keogh's responsibility includes seeing that every photographer on the staff is properly equipped with the tools of the trade and well supplied with film and bulbs. Paradoxically, it is also his job to keep costs down. However, even after 26 years as Studio Chief (and some 650,000 negatives) Keogh is reticent about curbing the use of material. He feels that it is better to have the waste caused by unnecessary picture taking than to run the risk of losing a good one. When he is on duty, Keogh sees every negative before it is dry. He has an unusual facility for "reading" negatives that saves hours of making prints in the darkroom. He selects the pictures to be printed.

Because of his familiarity with the work of every man on the staff, Keogh was assigned to make the first selection of pictures to be included in the *Journal-American* entry in the Competition.

Selection was made easier by a standing system of Savings Bond bonuses awarded to the photographer taking the best picture each week, with honorable mention for runners-up. These pictures, together with those gleaned from a quick run through of a year's clippings, narrowed the field down to some 300 photos.

Then the work began in earnest. The men who had actually decided how the newspaper was to be illustrated were confronted with the task of choosing 50 pictures that would exemplify a year's effort in getting out the newspaper.

Only top-notch news photographs can stand alone after the story that made them has died. From the stack of three hundred, Managing Editor Sam Day, City Editor Paul Schoenstein, Picture Editor Clarence Housman, and Bob Keogh selected 50 pictures, ten of which you see here. Each is a story unto itself.

For the competition, the captions had to be rewritten. Picture Editor Housman, who was responsible for the captions which appeared with the original story, now slanted a new set of captions toward the picture content instead of toward the original news story content.

In retrospect it hardly matters that Leonard Morgan's Special Award winning picture has a news background of the stabbing of a college student, or that *Anastasia at the Bar of Justice* merely shows him being questioned by the police, or that *D.O.A.* also contains the stark tragedy of a boy who was shot while protecting his mother from a gunman. These pictures stand apart even from the stories that made them.

Is it any wonder that a book with 50 pictures such as these, each 16 x 20, carefully captioned and presented in a tailor-made binder became a 50-pound prize-winning package?—THE END.

Autumn's Color

everywhere

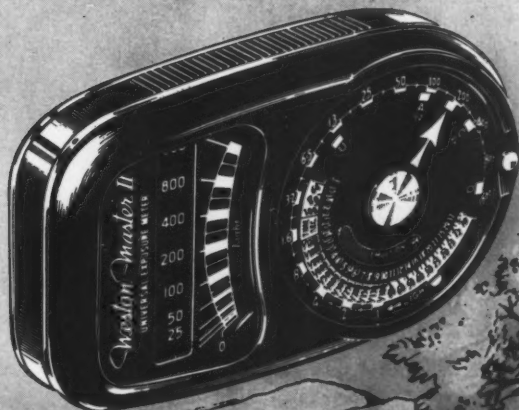


**TRUE COLORS, stills or movies, assured
with the MASTER!**

To faithfully reproduce autumn's beauty in rich, living color requires precise exposure control. Only the MASTER'S exclusive exposure dial provides this control that will enable you to exactly fit each scene to the film for true color rendition. And equipped with the Invercone adaptor, which provides true incident light readings whenever desired, the MASTER is the truly *universal* exposure meter ... for color or monochrome, any type of camera, and any subject or light condition. At all dealers. WESTON Electrical Instrument Corporation, 617 Frelinghuysen Avenue, Newark 5, New Jersey.

WESTON exposure meters

The Meters Most Photographers Use



take stereo close-ups.

by BART BROOKS

DIR., STEREO-GRAPHIC LABS. INC.

ALL WORKERS IN STEREO sooner or later wish to take pictures at closer distances than their cameras normally allow. In moving in close, however, we are confronted by physical and optical limitations of our equipment. True, we can and do make acceptable and excellent stereograms with Busch, Realist and other stereo cameras that permit focusing as close as about 30 in. Yet, when we view such results, unless the slides were made with extreme care and correctly mounted, they are uncomfortable to look at. This distance of about 30 in. is the absolute workable limit with a standard stereo camera. Our goal here is to learn how to photograph objects from this "minimum" closeup distance down to the near limit of distinct vision (about ten inches).

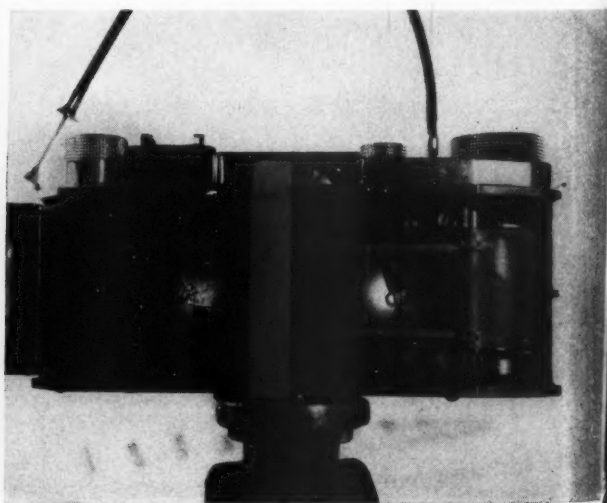
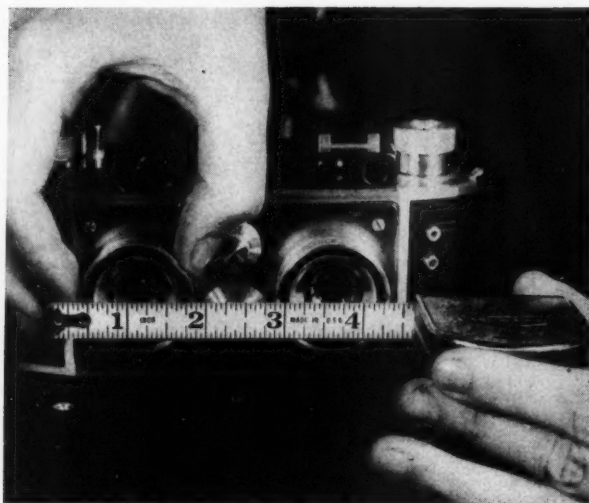
Stereo cameras, with two fixed lenses, look straight ahead. At distances of less than four feet, unlike our eyes which converge, the lenses continue to look straight ahead as we bring an object closer to them. As we go beyond the camera's minimum focal point of say, 30 in., the images are sharp and distinct on the film; but because our camera cannot converge its lenses, the two images are laterally displaced on the film. When transposed for viewing, the images show abnormal displacement of the left and right images. Our eyes cannot comfortably accommodate themselves to include all parts of the scene. The remedy is to provide a means whereby we can "toe in"

our camera lenses toward each other as we do our eyes. And, if we find it necessary to converge our eyes more to regard an object at even closer range, say 20 in., we must also find a means of increasing the convergence of the camera lenses to reproduce the same normal viewing conditions in the finished stereo slides.

Two elements are necessary to accomplish this: we must fit close-up lenses on our cameras, just as we put a close-up attachment on any camera to photograph objects at closer range than normal. Next, we must add simple prisms to our supplementary lenses to obtain an acceptable convergence for the lenses we select, increasing such deviation the closer we approach our subject with stronger supplementary lenses.

You can make exciting and unusual slides without much trouble if you don't expect scientific accuracy during projection.

The Stereo Anglelens (Photolix, Inc., 64 West Park Ave., Long Beach, N. Y.) is a combination portrait (or close-up) lens and prism, ground from one piece of glass. This latter feature is important since it eliminates two refracting surfaces which are present when separate close-up lenses and prisms are installed in front of the camera lenses. The close-up lens compensates for the limitations of any standard stereo camera to permit focusing as close as about 10 in. The prisms, (*Continued on page 114*)





In order to see double views in stereo, place piece of cardboard on white line at right angles to magazine. Place nose just above cardboard, so each eye sees one view. Images will fuse into one, which, when sharp, will be in stereo. Make sure you have plenty of light.

△ The cat was photographed with the Busch Verascope. The exposure was $f/11$ by electronic flash. A pair of No. 2 Anglelenses was used. The tabletop figures necessitated No. 3 Anglelenses and an exposure by floods of $\frac{1}{2}$ sec. at $f/11$. The depth of field here was quite shallow so background was kept plain and well behind the figures. Closeup mounts were necessary for both photographs.▷



Extreme left: Anglelenses must be placed on camera with great care. Set red lines on each opposite the other and check for proper alignment with a ruler.

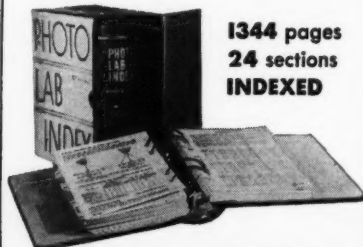
Middle left: To determine subject-to-camera distances and depth of field with Anglelenses, remove camera back and tape a piece of ground glass on film plane. This is necessary for cameras other than Realist. A full Anglelens table for Realist appears on page 114.

Left: Measure your camera-to-subject distances from the front of the Anglelenses when in place. Accuracy down to $\frac{1}{8}$ of an inch is important for good close-ups.

MORGAN & LESTER

Aids to better photography

The master guide to
all recommended
photographic procedures



1344 pages
24 sections
INDEXED

THE 2-VOLUME LIFETIME PHOTO-LAB -INDEX

By Henry M. Lester

The largest single collection of tested photographic data, all in unified, conveniently organized form. Everything worth knowing about the photographic process in a monumental treasure trove of standard and recommended facts and methods. Need never become obsolete. Latest data available on subscription to quarterly supplements (directly from publisher at \$3.00 a year). 2-Volume Lifetime PHOTO-LAB-INDEX in loose-leaf binders, boxed in colorful slip case. \$17.95.

ANSEL ADAMS' amazing new technique for complete control in photography



BASIC PHOTO SERIES

Why guess at your picture results? You can be sure every time with Ansel Adams' Zone System, a new method of positive controls at every step, from negative exposure to final print. A wonderful new photographic technique that is guaranteed to improve your results. Four books now ready:

1. CAMERA & LENS. Studio, darkroom, equipment.
2. THE NEGATIVE. Exposure, development.
3. THE PRINT. Contact, enlarging.
4. NATURAL LIGHT. Best use of available light.

Each book lavishly illustrated,
128 pages, \$3.00 per copy

At all book and camera shops, or mail this ad with your name, address and remittance to MORGAN & LESTER, 101 Park Ave., N. Y. 17, N. Y. Postage prepaid. If not satisfied, return books within 5 days and your money promptly refunded.

STEREO CLOSE-UPS

(Continued from page 112)

matched in each case to the close-up lenses, provide the deviation or "toeing in" needed to cause the stereo camera to bend its point of view inward as the eyes converge to see close objects.

The Stereo Anglelens, available in three ranges, designated as No. 1, No. 2, and No. 3, cost under \$10 per pair and are available from your dealer. They slip readily into Series V filter adapter rings and may be installed on any stereo camera.

Precise installations of the Anglelenses on the camera is of prime importance. To assist in correct alignment, the prism surface of each lens is clearly marked with a red line on one edge. The lenses are placed in the filter holders and on the camera, after the aperture setting has been made, with the two red marks facing inwards towards each other. A straight edge is a good means of making accurate horizontal alignment (left photo, page 112).

The next important point is to eliminate distracting surroundings. Keep the scene plain and simple. We cannot arrange to photograph a close-up at, say, 13 in. and a second subject on a different plane in the same scene.

The table gives the manufacturer's data for use of the Stereo Anglelenses with the Stereo Realist. For stereo cameras other than the Realist, you must determine the subject distances and depth of field by test. This is done quite simply, as shown in right photo, page 112. Here the back of the Busch camera has been opened and a piece of ground glass cut to fit on the film surface, ground side towards the lenses, and held on with masking tape. The camera, mounted on a tripod, and equipped with a pair of properly aligned Anglelenses, is set on time exposure, with lenses open. To obtain the benefit of maximum depth of field, make all tests at a small aperture, say f/11, and plan to shoot at that aperture, varying your speed as a means of

obtaining different exposure settings.

Set the focusing dial at infinity. Move the camera in toward the subject until the image is in sharp focus on the ground glass. A piece of printed matter, such as a film box, is best for a focusing test, since printed matter is easily brought into sharp focus. The distance from the front of the Anglelens to the subject is measured accurately, and the depth of field determined by reading it from a ruler placed alongside the subject (page 113, bottom).

Repeat the same procedure with your camera set at three or four feet. This will provide you with rangefinder settings, subject distances and depth of field for each setting. Do the same with each set of Anglelenses to complete your data.

While gathering this data, it would be an excellent idea to examine the area appearing on the ground glass to see how much allowance you should make for parallax when taking the picture using the viewfinder. Some cameras, such as the Realist, have the viewfinder window on a line with the lenses eliminating all parallax, but most cameras will show a large discrepancy between what the camera sees and what the viewfinder sees.

The next step is to light your set and run test exposures for each of your three sets of lenses. Shoot over- and under-exposures as well as that indicated by your meter. Keep a record of all the exposures. Read the results when your film is returned and add this exposure information to your other test data.

These suggestions are not complete without a few thousand words in italics on the importance of correctly mounting your closeup stereo slides. No commercial mounting service can be expected to do this for you since each slide is almost an individual case.

As a general rule, with American format slides, it is necessary to provide correctly sized windows (masks) for framing closeup slides. Realist closeup masks are now available in a 20mm width.

(Continued on page 116)

TABLE FOR STEREO REALIST ANGLELENSES

Camera-to-Subject-Distance	Use Anglelens	Focus Setting	Depth of Field at f/11
39 in.	No. 1	Inf.	29 1/4"-59 in.
22 in.	No. 1	4 ft.	19 1/4"-26 1/2 in.
20 in.	No. 2	Inf.	17-24 in.
14 in.	No. 2	4 ft.	12 1/2"-15 3/4 in.
13 in.	No. 3	Inf.	11 7/8"-14 1/2 in.
10 in.	No. 3	4 ft.	9 5/8"-11 in.

Directions: Place object to be photographed at one of the camera-to-subject-distances in Col. 1 (say 22 in.). Select proper strength Anglelens in Col. 2 (in our example, this would be No. 1). Set camera's focusing mechanism to footage shown in Col. 3 (this would be 4 ft.). Arrange object to be photographed so it lies within the depth of field listed in Col. 4 (with our test example, we would have nothing closer to the camera than 19 1/4 in. and nothing further than 26 1/2 in.) Then set aperture to f/11, place Anglelenses on camera. You're ready to photograph.

ROBOT ★ ★ Star

Years ahead in everything
that makes a camera great*



TAKES
STANDARD
FILM
CARTRIDGES



Only Robot-Star provides ALL these Advantages

- One motor-winding gives up to 24 exposures in sequence.
- Automatic film-winding prevents double exposure.
- Rotating shutter controls exposure times from $1/2$ to 1/500 second.
- "Zone-focusing" for accuracy and sharpness.
- Twin synchronizing flash contacts.
- Famous Schneider lenses, interchangeable.
- Economic picture size: 24 x 24mm.
- Equipped to take standard 35mm cartridges.
- Rewinding mechanism returns film to cartridge.
- Takes up to 55 pictures on 36-exposure roll.
- Handsome, non-rust steel body, leather-covered.
- Complete line of specially-designed accessories.
- FULLY GUARANTEED against mechanical defects for 1 year.

Precision 35mm Camera Motorized for Automatic Exposures in Speed Sequence

Hold the Robot-Star in your palm—it's as trim as a clipper, so compact, so handy! Thrill to the Robot-Star in action. Wind its built-in motor like a watch and proceed to click off up to 24 shots, in slow or rapid succession, merely by pressing the button...

Robot-Star is precisely automatic... When you press the button, the motor automatically resets the shutter, moves the film, counts the exposures. No fussing, no delays between shots. If desired, you can take "volley-shots", exposing 4 or 5 frames in a second...

With all its versatility, Robot-Star is so simple to operate even beginners achieve perfectly sharp pictures. Ask your dealer to show you the Robot-Star camera. An incomparable, ever-to-be-treasured gift.

*Robot-Star Cameras equipped with
Schneider lenses, retail from \$217.50*

INTERCONTINENTAL MARKETING CORP.
251 FOURTH AVE. • NEW YORK 10, N. Y.





Try these famous EDWAL darkroom chemicals in the new 8-ounce size!

LIMITED INTRODUCTORY
PRICE OFFER* . . . NOW **20c EACH**

- ☆ **HI-SPEED LIQUID FIX** new 8-oz. size, makes 3 pts.—reg. price 55c
- ☆ **SIGNAL SHORTSTOP** new 8-oz. size, makes 8 qts.—reg. price 55c
- ☆ **ANTI-SCRATCH HARDENER** new 8-oz. size, makes 8 qts.—reg. price 55c
- ☆ **VELVET PAPER DEVELOPER** new 8-oz. size, makes 3 qts.—reg. price 65c

You can buy a new 8-oz. bottle of any of the above for only 20c from now to DECEMBER 31, 1952, whenever you purchase from your dealer, a bottle of any of the top quality, reliable, pre-tested EDWAL chemicals listed below.
*OFFER ENDS DEC. 31, 1952!

"AMATEUR" (General Purpose) Assortment

- EDWAL Liquid Thermofine and new EDWAL Liquid Thermofine Replenisher for reliable fine grain development at any temperature from 45° to 90° F.
- EDWAL Hi-Speed Liquid Fix, fixes twice as much as ordinary hypo, faster and cheaper.
- EDWAL Anti-Scratch Hardener, produces negatives you can't scratch with your thumbnail.
- EDWAL Velvet super-concentrated paper developer, 16 oz. makes 1½ gals. and develops over 200 8 x 10" prints.
- EDWAL Signal Shortstop, the photographic acid with the warning signal.

DARK ROOM AIDS

- EDWAL Anti-Static Film and Glass Cleaner, 4-oz. bottle...50c.
- EDWAL Color Film Cleaner, 4-oz. bottle...50c.
- EDWAL Ferrotype Polish, 4-oz. bottle...50c.
- EDWAL Liquid Orihasite, prolongs paper developer life, makes any developer give finer grain, 4-oz. bottle...50c.
- EDWAL Hypo-Chek, 1-oz. bot. tests 450...49c.
- EDWAL Kwik-Wet, 1-oz. treats 20 gal....49c.

"EXPERT" ASSORTMENT

- EDWAL Super 12, for strobe and speed photography. Full contrast without overdevelopment. High effective film speed with fine grain.
- EDWAL Super 20, for finest possible grain consistent with good negative quality.
- EDWAL Minicool, soft working, for flash and texture photography.
- EDWAL III, the "platinum tone" developer for silvery (not cold) black, especially beautiful on Varigam.
- EDWAL Quick Fix, super-powerful speed fixer. The gallon size at \$1.45 fixes more film than three 1-gal. cans of prepared hypo at 51c each.

EDWAL COLOR TONERS

RED • BROWN • YELLOW • GREEN • BLUE
INDIVIDUAL BOTTLES...each **65c**
Set of 5...\$2.95

For original photographic Christmas greetings, using mounting folders obtainable from your dealer. Free "How to Tone Your Own" booklet on request. SAMPLES OF FOLDERS in suede or leatherette, made and printed to order, yours for 20c handling charge to EDWAL, Dept. M.

STEREO CLOSE-UPS

(Continued from page 114)

These will accommodate slides made with No. 1 Anglelenses. For slides made with No. 2 Anglelenses, cover with black paper tape, the outside edge of each window of the Stereo Realist mask to obtain an opening 17mm wide. For No. 3 Anglelenses, mask down as before to a mask opening of 15mm.

Projection of stereo slides would be a lot simpler if the equipment manufacturers could agree to a standardization of dimensions, commencing with cameras, mounts, lenses, projectors and viewers, all of which, at this time, vary in many respects. Slides taken on one camera or another, and mounted in different mounts, will not project satisfactorily without expert projector adjustment for each slide. This makes for discomfort, sometimes quite extreme, for the viewing audience. However, slides mounted carefully, to suit the characteristics of the projection lenses with which they are to be shown, are highly satisfactory. Close-ups, projected on the screen, compound the problems, not the least of which is exaggerated parallax. Let's not spoil our fun in closeup stereo by expecting to see scientifically correct results in projection. In good hand viewers you will have no complaints. —THE END

BOOK REVIEW

(Continued from page 84)

cameras, but opinionated and critical photographers. Some choose novel subjects. But it is in the treatment of the subjects that these 112 photographs differ from others. The photographer feels no hesitation to blur deliberately, solarize, print in negative, in high contrast or low, if he feels the technique justifies the ends. Many of the photographers' names will be new to you: Hammarskiöld, Merfels, Hardy. Others: Moholy-Nagy, Brandt, Brassai, may be old friends. But the photographs are almost all previously unpublished in America. Texts of explanation by the editor of the book, Otto Steinert, as well as others, appear in English, French and German. A biography of each photographer represented proves an excellent insight into the photographs, but alas it is only in German. No camera or film caption data is included in this volume. More than anything else the volume strives, successfully, to prove that imaginative photography transcends technique; that mind is more important than fine-grain emulsion; that creativity outweighs f/1.5 lenses with high resolving powers; that the cameraman can be the brain and the camera a tool, a photo brush, in his hands.—Herbert Keppler. This book is available through MODERN PHOTOGRAPHY, see page 141.

EDWAL

THERE'S AN EDWAL SOLUTION FOR EVERY DARKROOM PROBLEM
SCIENTIFIC PRODUCTS CORPORATION, Ringwood, Illinois

SAVE UP TO \$25 OVER 100,000 SATISFIED USERS!

"IDEAL" EXPOSURE METER
Accurate photo-electric light meter, for perfectly exposed pictures. Reads directly in "f" stops—no calculating. Simple, quick, easiest to use.
\$9.95
For all movie and still cameras, regular or color film.

"IDEAL" RANGEFINDER
Precision optical instrument shows exact distance for perfect focusing and clear, needle-sharp pictures. Just look through finder and turn knob until double images come together. Specify metric or feet scale.
\$2.95

THREE YEAR GUARANTEE
AT YOUR DEALER
Or Send Check Or Money Order Direct. WE PAY POSTAGE
FEDERAL INSTRUMENT CORP.
Dept. **MP11** 14-02 Broadway, L.I. City 6, N. Y.

With DROP-FRONT LEATHER CASE

COMPARE FOR QUALITY! COMPARE FOR PRICE!

THE ANSCO VIKING f4.5 gives you more fine features for less money

than any other comparable 2 1/4 x 3 1/4" roll film camera!

LOOK AT ALL THESE IMPORTANT FEATURES!

- **Self-erecting front.**
Just press the button, and the camera springs open.

- **Optical viewfinder**
at eye level makes sighting easier and surer.

- **Metal accessory clip**
for separate rangefinder.

- **Handy fingertip shutter release** built into camera body.

- **Satin chromium trim**—not plastic!



- **All-metal body** combines compactness with durable construction. Camera covered with attractively grained black Robusite.

- **Full range of lens openings** from f4.5 to f32.

- **Accurate shutter speeds** from 1/25 to 1/200 second, plus B, with Pronto flash-synchronized shutter.

- **Hard-coated f4.5 Agfa Agnar Anastigmat lens**, corrected for color photography.

- **Delayed-action shutter release** lets photographer get in the picture.

YES, YOU GET ALL THIS *plus* swing-out spool carriers for easy loading... Standard tripod bushing and cable release
... Popular 2 1/4 x 3 1/4" album-size color or black-and-white pictures on 120 film—

for only \$48.65 Including Tax **Top-grain Cowhide Case \$6.95**

The New ANSKO FLASH UNIT

One modern flash unit that fits *all* cameras with 3mm continental-type or standard ASA bayonet shutter contacts.

Only \$9.95



Ask your photo dealer about the complete range of Ansco cameras from \$6.30 to \$189.25.

ANSCO

Binghamton, New York.

A Division of General Aniline & Film Corporation. "From Research to Reality."

NOVEMBER, 1952

PLEASE SAY YOU SAW IT IN MODERN

117

KLEIN for CAMERAS

Save the \$50 You Pay
for the German Name
—Get the Same Craftsmanship

**KLEIN'S
OWN 35mm
GERMAN IMPORT**

Brand new . . . from a
famous German maker . . .
f3.5 ctd lens . . . self
timer . . . synch shutter,
1 to 1/300th
\$32.50 POST-PAID
Unconditionally Guaranteed; Money Back In
10 days, if not satisfied.

8mm CAMERA LENSES

For all standard D Mount Cameras
(Revere, DeJur, Reliant, etc.)

1 1/2" f3.2 ctd Tele lens . . . \$10.88
1 1/2" f3.2 ctd Tele lens
focusing mount . . . 12.95
1 1/2" f1.9 ctd Tele lens
focusing mount . . . 29.50

Also Available:
6mm f1.9 W.A. . . . @ \$31.75
For Bell & Howell and Universal Cameras,
adapters are available . . . @ \$1.95

SAVE TO \$55

THESE DISPLAY MODELS

CONTESSA—latest model—f2.8 Zeiss

Tessar (list, \$195)

RETINA—latest model—f2 Xenon

(list, \$164.10)

VOIGTLANDER VITO III—f2 Ultron

(list, 159.50)

KAROMAT—latest model—f2 Xenon

(list, \$164.10)

YOUR CHOICE \$139.50 CASE XTRA

These Cameras Cannot Be
Distinguished from New

USED CAMERAS

Unconditionally warranted for 1 yr.

2 1/4 x 3 1/4 Anniv. Graphic, f4.5, r.f. . . \$77.50
ARGUS C2 . . . 37.50
LEICA IIIIf, f2 Summarit . . . 275.00
Planibel Makina IIs, f2.9, cpld. r.f., de-
layed compur to 1/200th PLUS:
w.a. & tele lenses, film pack adapt.,
6 holders, roll film holder, sun-
shades, and case . . . 199.50
Bantam Special f2 . . . 99.00
LEICA IIIc, f2 Summarit . . . 199.00
CIROFLEX, f3.5 in Alphax . . . 52.50
4x5 PACEMAKER, f4.7 ctd., r.f., sol. . . 195.00
IKOFLEX, f2.8 Tessar . . . 167.50
LEICA, IIIIf, f1.5 Summarit . . . 325.00
KODAK 8mm. Mag. f1.9 . . . 89.50
KODAK 16mm. Mag. . . 77.50

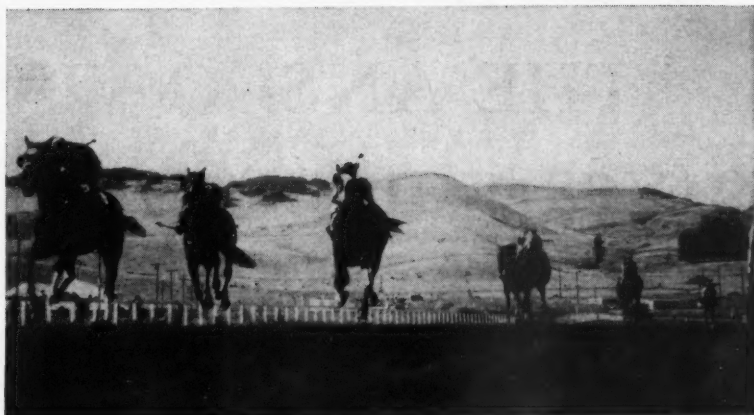
"The Western Camera Store
with the Eastern Prices"

Around the Corner
from the Farmer's Market

SID KLEIN, Inc.

7916 BEVERLY BOULEVARD
LOS ANGELES 48, CALIFORNIA

TWENTY-FOUR FEET IN THE AIR!



This remote control shot looks as if it had been snapped inside the guard rail—a position long since forbidden to photographers. Actually, Bob Palmer, Vallejo, Cal., *Times-Herald* photographer was 25 feet away. Setting the focal plane shutter of his 4x5 Anniversary Speed Graphic for 1/1000 sec. and the lens at f/11, he wedged a pencil stub against the curtain key to prevent the cocked and released shutter from operating. Then he placed the camera on the ground under the rail, with the lens focused on the finish line. A long string tied to the pencil prop allowed him to pull it free and trip the shutter as the winner crossed the line.

HOW BIG A PRINT?

(Continued from page 49)

In addition to those whose pictures appear on pages 46-49, three other photographers gave views on print size.

Arthur Rothstein of *Look* magazine: "I think it boils down to the fact that size is determined by the environment in which the picture is used. On the magazine we have to deal with prints of all sizes, but every photographer would like to see his pictures used full page. We admit that they can't all be full page. They have to use some text! Actually, I don't have a thing to say about print size—that's the art director's business. I do have a great belief that prints should be as big as possible. Big prints make the biggest impact. And pictures that have a lot of detail lose a great deal when printed small. It's really a matter of common sense. Once we ran a picture of Jimmy Durante full page in *Look*. It was made with an 8 x 10 camera because I had to get every bit of detail in the face. But here's the funny thing. The same picture was used as a cover on *Quick*, reduced to 4 x 4 1/2. There was no difference in effectiveness because each print was the maximum size of the environment in which it was used."

Arthur Mawhinney, author of *Gallery of American Dogs*: "I can give you two answers—one as a print-maker and the other as a judge of photographic exhibitions. My prints are slightly less than life size, and as I photograph dogs more than anything else, the size of the dog determines the size of the print. As a judge, I would say that print size does not make a bit of difference. All the talk about

small prints not being able to compete with big ones is just not so. Every time a small print comes up before the judges, they call a halt and pass the print around so that it may be inspected at close range. Most salon judging is done from ten to twelve feet from the print, so the big ones do show up well. However, even if the large print has impact, the beautifully made small print is just as effective if viewed from the right distance. Subject matter definitely does affect the size of the print. Landscapes and industrial photographs can be made much larger than portraits. The larger-than-life size character studies are, to my mind, monstrosities."

Dorothy Norman, author and editor: "I have two feelings about print size. When a sense of beauty, a particular kind of delicate modelling that might be lost through enlargement, is one's primary concern, then it seems wrong to enlarge it. The immediate and controlled sense of touch, of tonal quality, of depth, present in a well-made contact print is often lost through enlarging. But there are other kinds of pictures that do not suffer from enlargement. One may wish to make a striking image that can carry some distance, or to photograph something in motion. The approach to taking such pictures is quite different from that used when a purely poetic feeling is to be expressed. Perhaps I should say it this way: The first kind of print can be compared to the playing of the finest violin by the finest of violinists; the second to an extremely well-made radio news broadcast. When each type of presentation is made with a highly developed sense of quality, it will satisfy."—THE END

IT'S A "SNAP" TO WIN

First 10 winners get choice of



**REFRIGERATOR • FREEZER • RANGE
DISHWASHER • CLOTHES DRYER** and
new **SWIVEL-TOP CLEANER**

NEXT 20 GET FAMOUS G-E CLOCK RADIO

NEXT 100 GET ATTRACTIVE G-E KITCHEN CLOCK



Take Halloween FLASH SHOTS

(it's easy with G-E Photoflash)

and enter the

**GENERAL ELECTRIC
PICTURE CONTEST**



Entries must be mailed by November 15th

THESE TIPS MAY HELP YOU WIN:

Think of winning an 11 cu. ft. General Electric Spacemaker Refrigerator with across-the-top freezer! Or a marvelous work-saving General Electric Dishwasher and sink! An 11 cu. ft. Food Freezer, or a Deluxe double-oven Electric Range! Or a "get-'em-dry-in-any-weather" G-E Clothes Dryer, plus the new swivel-top Cleaner! And all for a simple, easy-to-take Halloween snapshot! Get the entry blank, contest rules and G-E Photoflash bulbs at your dealer's and shoot for a prize yourself. Remember, Halloween activities extend over three weeks or more. There are scores of good Halloween pictures at parties, dances, hayrides; in the making of kid's costumes, and carving pumpkins, as well

as in all the exciting fun that occurs on Halloween itself. And don't forget the parties that follow Halloween!

These are pictures so easy to get with G-E Flash. For General Electric Photoflash lamps give you "sunlight" any time, anywhere. With a simple flash camera, you merely sight and shoot—you've got the picture!

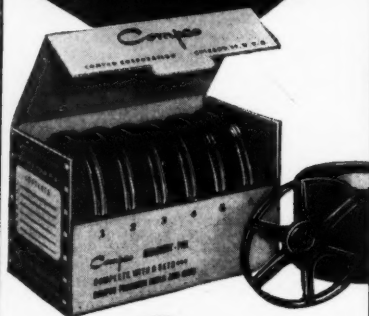
Ask your G-E Flash bulb dealer for entry blank and contest rules and shoot for one of these marvelous prizes.



GENERAL ELECTRIC

A HANDY FILM STORAGE CHEST

AT
NO COST TO YOU!



Compcor
Reel CHEST-PAK
PAT. PENDING

When you buy your reels and cans this new convenient way, you're getting a genuine plus value. The Compcor Reel Chest-Pak is a sturdy, fiber board storage chest containing six sets of Compcor, Spring-clip reels with cans. There's an index printed on the chest, and individual can labels are included to give you a complete film storage and filing unit.

You get all this for the price of the reel and can sets alone. The storage chest costs you nothing.

Now at Your Dealers



THE CANON CAMERA

(Continued from page 60)

sharply with the maximum magnification. Then, if the normal 50mm lens were being used, the magnification control lever could be quickly flipped forward to show the correct field of view for the 50mm lens, while the rangefinder could still be used, at less magnification. Over 50 photographers, amateur and professional, were asked to test this focusing device. Without exception they all considered it to be an outstanding rangefinder improvement.

When the Canon III was torn down, the magnification system was found to be simple, sturdily made, and showed no signs that it should get out of adjustment easily. There is a small square metal turret inside the rangefinder housing (see page 56). Two facing sides of the turret are fitted with little lenses. The other two facing sides merely have holes cut through them outlining the field of view for the 100mm lens. When the turret is turned to the 100mm lens position, you look right through the holes in the turret into the optical system of the rangefinder. When the magnification control is set to the 50mm lens position the turret rotates 90 degrees so that the two lenses in it have a minifying effect on the rangefinder image; everything looks smaller and the field of view covered is greater than for the 100mm lens position. Flipping the control to maximum magnification rotates the little turret 180 degrees. The two lenses now have a powerful magnifying effect on the rangefinder images and the narrow field of view of the 135mm lens is shown.

The only drawback noticeable with this system was that there was a pronounced lateral parallax error at close ranges, when using the 100mm or 135mm lenses. Also, in the viewfinder the corners of the image are cut off somewhat at high magnification. The manufacturer recommends the use of a parallax correcting accessory viewfinder, and a very well made one is supplied with each of the lenses.

The internal construction of the camera is similar in design to the Leica. The camera that was torn down appeared to be of excellent construction. Several repairmen ventured the observation that some of the top German cameras might have shown more attention to finish on the inner works, but that there seemed to be nothing lacking in the Canon mechanism that would affect its ability to function correctly for just as long as any other camera.

The 50mm, f/1.8 Serenar lens

Standard equipment with the Canon IV is the 50mm, f/1.8 Serenar lens. This has click stops on the diaphragm con-

(Continued on page 122)

Custom Quality DEVELOPING & PRINTING

at "ordinary-finishing" prices!

35mm Positive PROJ. SLIDES from ANY SIZE negative or photo By Photo Electric Method on Safety Film	5¢ from 35mm film, unmounted, 10¢ mounted	YOUR Guarantee Full money back plus replacement of your roll of film if our fine grain service does not meet the requirements of all photographers.
35mm Positive in CARDBOARD MOUNTS OR STRIPS from negs. larg. or film 35mm 46¢ from photo	25¢	
35mm FINE GRAIN DEVELOPING Prompt service for the photographer who isn't satisfied with "ordinary" finishing. Try National today!	36 salon quality 3 1/2 x 4 1/2	ENLARGEMENTS \$2.00
35mm reloads 86 exp. reloads, numbered safety film, fresh—all film reloaded from 100' original factory packed Kodak film. Plus X, super X, 65c ea.—5 for \$3.00	ROLL FILM fine grain developed & enlarged	
120, 12 exp. to super 4 1/2 x 4 1/2 prints, 120 to 3 1/2 x 3 1/2 Above prices for a.w. glossy only.	\$1.50 \$1.15	110, 120, 127-16 exp. each 3 1/2 x 4 1/2 \$1.25 Any 8 exp. each 3 1/2 x 4 1/2 85¢

RUSH FILM
Enclose check, M.O. (no C.O.D.) Money back and film replaced if not satisfied. Write for FREE mailer, samples, price list. **RAPID SERVICE** Dealer Inquiries Invited

FREE 2 1/4 x 3 1/4 COLOR ENLARGEMENT
with every roll processed at \$1
Any size ANSCO COLOR FILM or EKTA-CHROME processed (\$1 value) plus coupon entitling you to custom quality 2 1/4 x 3 1/4 color enlargement (50¢ value) of your own choice, at no extra cost—all for only \$1.00 (plus the amount)

35mm ANSCO COLOR RELOADS
Factory fresh safety film. Daylight, A.S.A. 12 or Tungsten. Unconditionally guaranteed.
20 exp.—\$1.50, 5 for \$6.50.

National PHOTO LABORATORIES
NEW HYDE PARK 51, N.Y.

Make Every Shot Count!

35 MM Developed \$1.50
36 Enlargements 1-
20 exp. 86c. • 36 exp. roll \$1.00, 6 for \$2.50
You can count on us for beautiful finishing at attractive prices. Thirty years of careful service—the finest and latest equipment with exclusive improvements—and a record of satisfying thousands of customers for many years—give assurance of dependable high-quality 35 MM developing and printing.

8 Exp. DELUXE OVERSIZE 40c
Rolls FINISH—ONLY
12 exp. 65c. • 16 exp. 70c. • Oversize Reprints 5¢ each
Popular size rolls now finished in our new, unsurpassed Jumbo Oversize style at same price as contact. You will be delighted with the unusually fine quality of our new oversize, date-embossed prints. Get full value from your photography—send roll and money to us or write for FREE Mailers and complete Price List.

MAIL-BAG FILM SERVICE
Dept. 8 Box 5448A Chicago 86, ILL.

ELITAR

World's finest coated 8mm lenses. Tele. & W.A. in precision chrome-on-brass barrels. Standard "D" Mount fits most movie cameras. All popular speeds & sizes.

13.2 Cld. Tele. F.F. only \$12.95

ASK FOR ELITAR
At Better Dealers Everywhere Write for free literature M

INTERSTATE PHOTO SUPPLY CORP.
28 West 22nd Street, New York, N. Y.



"Puppy Love", by Charles McDowell, Birmingham, Ala. Enlarged from $2\frac{1}{4} \times 3\frac{1}{4}$ Negative with a Federal Store-Away, Jr. Enlarger

IT'S FUN TO MAKE ENLARGEMENTS LIKE THIS when you don't need a special darkroom

A kitchen or bathroom is "darkroom" enough for breathing life into your pet negatives with a **Federal Store-Away®** Enlarger. No waste of precious minutes, either, getting your equipment assembled and, later, put away. The **Federal Store-Away Junior Model 269** can be set up in 39 seconds, and re-packed in even less time. The compact case holding complete enlarger with sectional upright post is only $6" \times 15" \times 16"$ and can be stored in a convenient corner or on a shelf.

This enlarger takes all negatives up to $2\frac{1}{4} \times 3\frac{1}{4}$, and gives magnifications from $1\frac{1}{2}$ to 7 diameters. Handsomely constructed, a precision instrument, as rigid and rapid, as easy and smooth to operate, as enlargers costing twice as much. Easel brightness is uniform and exposures short, even with the f:6.3 Decar lens stopped down. Supplied with diffused illumination. (Condenser or Cold-Lite models also available.) Ideal for direct-positive-paper black-and-white enlargements from color transparencies.

Strict allocation of critical materials and major defense contracts for photographic and electronic equipment necessarily curtail Federal's civilian production, but we are exerting every effort to meet the demand for Federal Enlargers.

Federal is America's Greatest Enlarger Value



L-20

NOVEMBER, 1952

FEDERAL MANUFACTURING & ENGINEERING CORPORATION

Photographic and Electronic Instruments

213 STEUBEN STREET

BROOKLYN 5, NEW YORK

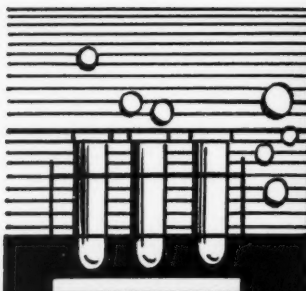
PLEASE SAY YOU SAW IT IN MODERN



FREE

Booklet
"How to buy
an Enlarger."
Sent on request





COLOR PRINTS

From Any Size
KODACHROME
ANSCO

or
EKTACHROME

WALLET SIZE	25 ea 5 for 1.00
2x	30 ea 9 for 2.00
3x	45 ea 6 for 2.00
4x	50 ea 5 for 2.00
5x	90 ea 4 for 3.10
8x	1.70 ea 3 for 4.60

**ALL PRINTS DONE
ON NEW IMPROVED
ANSCO PRINTON!!**

Minimum Order 1.00
(No C. O. D. 's)

IF YOU VALUE YOUR COLOR FILMS ...USE PORIUM TO PRESERVE

YOUR FILMS FOREVER!!

Be sure that your film receives the new PORIUM TREATMENT. All films developed (at PANORAM LABS) receive the PORIUM TREATMENT automatically to insure indefinite life and freedom from damage against scratches and finger marks, due to handling, packaging and projection. PORIUM TREATMENT is the result of a series of tests (of trial and error) over a period of ten years and is now brought to you at no extra cost—exclusively at PANORAM.

NO OTHER LAB CAN MAKE THIS OFFER!!

EXCLUSIVE COLOR PRINTS AND PROCESSING!!!

20 Exp. 35mm Roll Ansco processed and mounted
... 1.00 ea., 2 for 1.60, 3 or more .70 ea.
120 size Ansco or Ektachrome processed
... 1.00 ea., 2 for 1.60, 3 or more .70 ea.

PROMPT SPEEDY SERVICE RETURNED FIRST CLASS MAIL

35mm FAITHFUL COLOR DUPLICATES } 6 for 1.00
20 for \$2.00

OUT OF THIS WORLD OFFER

• Any 12 Wallet Size..... **\$1.98**

Note: Inquiries on large quantity duplication solicited. On all orders of 15.00 an additional discount of 5% may be deducted.

On all orders of 25.00 or over a discount of 10% may be deducted.

PANORAM FILM LABS

1190 6th. Avenue New York 19

THE CANON CAMERA

(Continued from page 120)

trol, focuses down to 3½ ft. and is in a non-collapsible mount. This lens replaces the 50mm, f/1.9 in collapsible mount which was supplied with the Canon III. MODERN's editors were unable to test the f/1.9 lens and have no first-hand information as to its performance. However, the 50mm, f/1.8 supplied with the camera showed itself to be first class. It was well adjusted to the camera; it gave sharp images at all apertures; there was no noticeable change of focus when it was stopped down; there was no objectionable flare in the lens when it was wide open. Light transmission was on a par with that of other excellent lenses and there was no noticeable vignetting (darkening of the corners of the negative) when used wide open. With this lens, price of the Canon IV is \$295.

The other Serenar lenses

To go with the camera, the manufacturer has developed a whole battery of lenses—three wide-angle types and three long focal length and telephoto types. The only one which was not tested was the 35mm, f/3.2. The other five were given practical picture taking tests and were examined carefully with optical testing instruments in two separate laboratories where the technicians arrived at virtually identical opinions independently of each other. The lenses will be described individually.

Ultra-wide-angle 28mm, f/3.5: To cover a 75-degree angle with an aperture of f/3.5 is a difficult optical problem. A six-element Serenar lens was designed to do this. At present, to the best of our knowledge, this is the only such lens available in the U. S. A., although there have been rumors that similar lenses are under development elsewhere. The only 28mm Leitz-made lens for the Leica is the Hektor f/6.3. A fast lens covering such a wide angle on a 35mm camera can be an extremely useful tool, for specialized work.

First results with the 28mm lens were disappointing. The pictures were not sharp at f/3.5. However, careful examination showed that the lens was satisfactory from an optical standpoint but was out of adjustment for focus. When set for infinity it focused the central part of the image about 5/1,000 (.005) in. behind the film plane, and slightly out of focus, while the very edges of the picture were in sharp focus. The camera could be refocused to a shorter range to bring the center of the negative into sharp focus. Then the edges of the negative were unsharp. (This indicated that the field was not perfectly flat, but in the opinion of the technicians a certain amount of this was to be expected in a

(Continued on page 124)

**don't let high prices flatten you
enjoy 3-dimensional photography**

STEREO-TACH

MAKES YOUR CAMERA 3-DIMENSIONAL FOR LESS THAN \$20.00



With your single lens camera you can take 3-dimensional pictures just by buying low-priced Stereo-Tach. Stereo-Tach converts regular cameras into 3-dimensional cameras, capable of taking excellent stereoscopic pictures in full color or black and white. You get everything you need to enjoy stereo-photography for one low price when you buy Stereo-Tach. Order from your dealer or write ADI.

To make slides with 35 MM camera order Outfit #101. Complete with slide viewer

17.70

To make prints with 35 MM or larger camera order Outfit #100. For prints with Polaroid camera order Outfit #100-PL. Both include print viewer

To illuminate Stereo-Tachslides order the 'Tach-Lite. #303 fits standard Stereo-Tach slide viewer. .495. 'Tach-Lite #606 includes viewer.....9.75



ADVERTISING DISPLAYS, INC. 419-A Pike Street, Covington, Ky.

Master of Action!

Rollei



Fast lens and shutter are not enough for all around winter sports shooting. You need a camera that's also fast on the draw! With Rollei, for example, you simply spot your subject on the ground glass, and, without changing from operating position, set the controls and shoot! Thus you get the action at the split-second desired . . . without fuss or fumbling. And where direct viewing is desired, the built-in direct view finder, an original Rollei feature, permits following and framing the subject in full size. For action shooting . . . for all shooting . . . choose automatic Rolleiflex or the budget-priced Rolleicord. See them at your local dealer's today.

BURLEIGH BROOKS COMPANY

10 West 46th Street, New York 36, New York

PONDER & BEST, Inc.

814 North Cole Ave., Hollywood 38, California

Western States, Alaska and Hawaii:

the new Praktica FX

single-lens reflex

WITH F/1.9, 58-MM. V-COATED
MEYER PRIMOPLAN LENS...
ONE OF THE
FASTEST LENSES AVAILABLE

ONLY \$139⁵⁰*

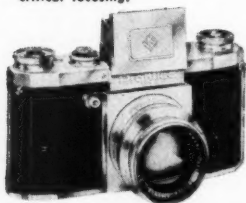


YOU PREVIEW THE ACTUAL PHOTO

on ground glass, through the picture taking lens. No parallax—you get exactly what you see. Direct eye control over depth of field, picture and color composition, critical focusing and subject lighting. Simple to operate. Practically foolproof! No wasted film. No missed opportunities.

YOU GET MORE WITH THE PRAKTIKA FX! HERE'S WHY:

- ✓ original factory synchronization for regular and electronic flash.
- ✓ Zeiss lenses with pre-set diaphragm
- ✓ focal plane shutter with nine settings... 1/500, 1/200, 1/100, 1/50, 1/25, 1/10, 1/5, 1/2 second and bulb.
- ✓ built-in image magnifier for critical focusing.
- ✓ waist-level reflex viewfinder and eye-level prismatic finder.
- ✓ coupled film transport and shutter cocking for rapid sequence pictures.
- ✓ wide range of telephoto and wide-angle lenses available.
- ✓ close-ups and photomicrography without special viewing attachments.



Praktica FX Cameras also available with...

- f/2, 58-mm. T-coated Zeiss Biotar Lens.....\$199.50*
- f/2.8, 50-mm. T-coated Zeiss Tessar Lens (pre-set diaphragm control).....\$169.50*
- f/3.5, 50-mm. T-coated Zeiss Tessar Lens (pre-set diaphragm control).....\$139.50*
- f/2.9, 50-mm. Coated Praktica Lens.....\$99.50*
- Eveready leather case.....\$10.95
- Zeiss Prismatic Eye-Level Finder, gives upright, laterally correct image.....\$19.95*

*Fair traded. Prices include tax.

(Optional—at additional cost.)

See the Praktica FX today!

◀ Your local Store will be glad to demonstrate the new Praktica FX. Write for descriptive booklet. The Praktica Co., Inc., 48 W. 29th St., N. Y. 1, N. Y. Exclusive factory representative in the U.S.A. for the KW-OPTIK WORKS, GERMANY.

THE CANON CAMERA

(Continued from page 122)

fast lens covering such a wide angle.)

By focusing the camera for about 25 ft. the lens seemed to do better for distant objects, even at f/3.5. When it was stopped down to f/4, a matter of only one-half stop, the performance became quite satisfactory (see the photo on pages 58-59). However, no attempt was made to use the lens with the rangefinder for closer work at wide apertures, as there was no way to compensate accurately for the incorrect focus. This lens could be adjusted by a skilled repairman without much difficulty. There was a noticeable but not objectionable amount of vignetting at wide apertures, indicating that less light got to the corners of the negative than to the center. This happens with wide angle lenses. At f/4, the 28mm lens offers a substantial gain in speed over previously available lenses and should be a most useful tool for photojournalists and others.

To check further, two more of the 28mm lenses were examined and were found to have the same characteristics. These lenses could be used as they were, but apparently they fell short of their full potential capabilities due to the condition described. Price of the 28mm lens is \$177.85 with matching viewfinder and leather case.

Semi-wide-angle 35mm f/2.8: This six-element lens is designed to cover a 64-degree angle and the one examined did so, sharply and capably, even at f/2.8. It was in correct adjustment for focus and was in every way an excellent item. Although this lens is bound to be compared with the Zeiss Biogon 35mm, f/2.8, it is completely different in design. Price, \$145.25, with viewfinder, case.

Long focus 85mm, f/2: Six elements are used in this big lens, which covers an angle of 29 degrees. We have used it for about nine months. When it first was tested on a camera the results were disappointing. Examination showed it to be out of adjustment for focus. When this was corrected by repairman Martin E. Forscher, the lens showed itself to be an exceptionally good piece of equipment. Price, \$187 with viewfinder, case.

Long focus 100mm, f/4: This is a conventional three-element lens covering a 25-degree angle. The one examined was focusing sharply about 3/1,000 (.003) in. ahead of the film plane when set for infinity. It was impossible to compensate for this on the camera. As it was it would perform satisfactorily, but with slight adjustment by a good repairman it could have been made to operate with full efficiency. Optically, it was a good lens. Price, \$108 with viewfinder and case.

Telephoto 135mm, f/4: This is a fine telephoto type covering 19 degrees, and

(Continued on page 126)

PHOTOGRAPHY

COMMERCIAL • PORTRAIT • ILLUSTRATIVE

Finest professional instruction and equipment. Co-educational. Personal training. Individual advancement. Living accommodations secured for men. Attractive residence for girls. G. I. training available. Entrance dates on request.

WRITE OFFICE OF REGISTRAR, ROOM 351

RAY-VOGUE

SCHOOL OF PHOTOGRAPHY
750 North Michigan Ave., Chicago 11

Hartley FIELD LENS

makes ground glass
10 TIMES

BRIGHTER

SIZES FOR ALL REFLEX CAMERAS 49¢ AT YOUR PHOTO DEALER

THE HARTLEY CO.

1887 HANZEMITA AVE. - PASADENA 3, CALIFORNIA

New photo books

TESTED MONEY MAKING IDEAS FOR PHOTOGRAPHERS, by Charles Abel, 280 pages. Greenberg: Publisher. Price \$3.95.

Don't confuse this book with the one having a similar title that the author brought out in '31. The early book dealt with portrait photography only; this one deals with portraiture and commercial work but is not a revision. The word *commercial* is the key to the contents. In addition to dozens of money-making ideas for everyday as well as seasonal use, the book deals with the problems every commercial (studio or free-lance) photographer meets. Advertising, co-op plans, merchandising, publicity plans, business ethics, give-aways, in short, the works. This is a specialized book for specialized readers.—A.W.A.*

STALKING BIRDS WITH COLOR CAMERA, by Arthur A. Allen, 328 pages, illustrated in black and white plus 331 full color photographs. National Geographic Society. Price \$7.50.

This book won't tell you how to photograph a bird—not even a stuffed one. Somewhere in the text you discover that the author, who is also the Professor of Ornithology at Cornell University, used a Graflex, a Leica with a telephoto lens, and probably other equipment of similar calibre. But the photographic shop-talk is practically nil because this is a book about birds for people who love birds. Curiously enough, the Professor is an excellent photographer who supplied all but a few of the gorgeous color shots himself. Moreover, he knows how to describe his field trips so that they sound like an adventure story even if you don't know a curlew from a crow. If you can enjoy fine pictures without losing sleep over the lens and shutter speeds that captured them, this book deserves space on your shelf.—A.W.A.

ROLLEIFLEX AND ROLLEICORD GUIDE, by W. D. Emanuel, 112 pages, numerous illustrations, paper bound. Transatlantic Arts. Price \$1.75

THE MODERN ROLLEIFLEX AND ROLLEICORD GUIDE, by Kenneth Tydings, 128 pages, numerous illustrations, paper bound. Greenberg: Publisher. Price \$1.95

There are few things in photographic literature quite so appealing to the avid owner of photographic equipment as a book devoted exclusively to his make of camera. A brief thumbing through at the store or a reading of an advertisement, and the guide is bought for better or for worse.

The guides by Tydings and Emanuel are literary accomplishments of two entirely different orders.

Emanuel's book is a carefully thought out, well illustrated, ably written treatise on all models of the Rollei-

flex and Rolleicord. He first examines the Rollei's good points and shortcomings and then describes and illustrates all models ever manufactured, giving the dates of manufacture so the camera owner will know just how old his equipment is.

The various lenses fitted to the Rolleis are described and compared as to excellence. All operations of every Rollei model—loading, focusing, viewing—are treated simply but thoroughly. Depth of field, exposure, the use of filters and choice of film are handled in like manner. Accessories are illustrated and described. The book is replete with hints and ideas, some of which even the most professional Rollei user will find new. The line-drawn illustrations throughout the book are excellent while the photographic salon section of Rollei shots bound in the middle of the book show the versatility of the camera. All-in-all, a book which any Rollei owner or prospective purchaser could enjoy.

The Tydings guide, although more lengthy as to number of pages, is in reality a rehash of former camera guides with little else changed save the name Rolleiflex or Rolleicord substituted. The author's exposure tables are somewhat confusing and the book is unfortunately handicapped by errors in facts, spelling, typography and poor grammar.—H. K.*

RETINA GUIDE, by W. D. Emanuel, 64 pages, numerous illustrations, paper bound. Transatlantic Arts. Price \$1.25

EXAKTA GUIDE, by W. D. Emanuel, 112 pages, numerous illustrations, paper bound. Transatlantic Arts. Price \$1.75

LEICA GUIDE, by W. D. Emanuel, 112 pages, numerous illustrations, paper bound. Transatlantic Arts. Price \$1.75.

THE ARGUS 35mm GUIDE AND REFERENCE BOOK, by Kenneth Tydings, 128 pages, paper bound. Greenberg: Publisher. Price \$1.95

TYDINGS' GUIDE TO KODAK MINIATURE CAMERAS, by Kenneth Tydings, 128 pages, paper bound, numerous illustrations. Greenberg: Publisher. Price \$1.95

Emanuel's latest revised guides for the Retina, Exakta and Leica continue the high standard of the series (see review of Rollei guide above) while the best that can be said for Tydings' efforts is that they are the only guides dealing with the subject material covered.—H. K.*

SALON PHOTOGRAPHY, Edited by Robert Brightman, 144 pages, numerous illustrations, paper bound. Fawcett Publications, Inc.

Mildred Stagg writes of six leading photographers' toughest assignments; Peter Gowland follows a model through 24 hours; Simpson Kalisher presents a selection of his best candid work. Sixteen other major feature stories plus a 30-page salon section.—H. K.

* Can be purchased from MODERN PHOTOGRAPHY Book Dept., 251 4th Ave., N.Y.C.

MICO Vue
SENSATIONAL
SLIDE VIEWER
• Finest Optical System
• Binocular Vision
• No Batteries
• Bigger
• Brighter
• Pictures
795
Holds 30-2x2 slides, also shows strip film.
MICO PHOTO PRODUCTS CO.
119 So. Dearborn St., Chicago 3, Ill.



IF YOU OWN A CAMERA YOU NEED A Moody Kit

WITH INTERCHANGEABLE PRECISION TOOLS...

The SC-5 Moody Kit shown is a must item for the camera bug and retails for \$1.50. Ask for them at your favorite camera shop. If they can't supply you give us their name and address together with your own and by gosh we'll see he gets them for you.



Moody MACHINE PRODUCTS CO. INC.
33 DUDLEY STREET, PROVIDENCE 5, R. I.

Direct from Germany, the home of the Leica camera...

Leica Photographie Magazine with English text published bi-monthly

\$4

6 issues per year

Send order to Modern Photography Book Store, 251 4th Ave., New York 10, N. Y. Allow at least 60 days.

Wherever you are... For the **BEST BUY or TRADE**
See or write
QUALITY CAMERAS SINCE 1910
Bass Camera Co.
179 W. MADISON ST.
CHICAGO 3, ILL.



DON'T SCRATCH THAT LENS! DON'T TAKE BLURRY PICTURES!

Use **Starr** APPROVED
LENS GAUZE



Use science's newest development for safe cleaning of even the most delicate coated lenses. Now in use by the U. S. Government. Excellent for cameras, binoculars, projectors, microscopes, rifle sights, etc. In handy dustless vinylite pouch. NOT paper—special soft, safe fabric.

ONLY 50c

At Your Dealer or Write Direct:

Starr Corp., 40 W. 19 St., New York 11, N. Y.
Please RUSH.....packages of Starr Lens Gauze.
I enclose \$.....(Please Print)
Name
Address
CityState.....

ONLY UNIT OF ITS KIND!

Praco Stereo-Realist Flash



Patented adjustable sockets take both midget and standard bulbs without use of any adapter!

Stereo Double-Flash
\$29.50 List (illus.)

Includes two Duo-Flector flash units, coordinated by connecting cord that synchronizes both flashes; special connecting bracket, one regular attaching cord.

Stereo Single-Flash
\$15.05 List

Get the most out of your Stereo-Realist, especially color shots by using this sensational new Praco Flash! Precision-engineered shoe easily fits flash clip on camera.

Write today for more information

Absolutely

DEPENDABLE! Includes all of the famous PRACO Duo-Flector Features. ALSO: Famous PRACO DUO-FLECTOR with the Amazing Patented Flash Socket

Instantly Adapts to Hold Either Standard or Midget Bulbs

For synchronized camera:\$14.25 List
For non-synchronized camera:\$15.45 List

THERE'S A PRACO FLASH FOR ALMOST EVERY CAMERA

FREE BOOKLET "Flash for Fun" **FREE** Catalog **Write today**

PRACO PHOTO PRODUCTS CO., INC.

2288-90 AMSTERDAM AVENUE, NEW YORK 33, N. Y.



THE CANON CAMERA

(Continued from page 124)

It has four elements. The front and rear ones are quite thin; in between are two thick pieces of glass cemented together. The lens tested was excellent, despite the fact that it was found to be back focusing about 2/1,000 (.002) in. When the lens was set to 250 ft. the performance improved noticeably. Here was another instance where the lens would have been satisfactory as it was, but with a minor adjustment by a skilled mechanic it could have been spectacular. Price, \$122.25 with viewfinder and case.

The lenses in general

Present Serenar lens mounts are made of brass and steel and the big lenses are definitely heavy, though bulk has been kept to a minimum. According to experienced technicians who examined them, these lenses and their mounts showed design, workmanship and finish comparable to any other high grade optical equipment on the market. The "slightly out of adjustment" condition which was found in some of these lenses is not peculiar to Serenar lenses only, the technicians added; a surprising number of lenses of otherwise excellent manufacture are operating at reduced efficiency for the same reason. Correct lens-to-camera adjustment is vital, and MODERN's lens articles have always stressed the importance of such adjustment.

The lenses were also examined for light transmission, which was excellent. The lenses did not show objectionable flare, and achieved a satisfactory distribution of light over the negative area. This indicated that they would be good lenses for color work at wide apertures.

The Canon flash outfit

The Canon IV camera is synchronized for flashbulbs, but not for electronic flash of the usual O-millisecond delay type. However, the system is so designed that a good repairman could easily adapt the camera to use electronic flash as well as flashbulbs. On the left side of the camera is a solidly attached bracket onto which the flashgun clips. The bracket contains electric contacts, so in the process of putting on the gun the circuit is completed and the gun is ready for use. This is an exceptionally sturdy setup. Unfortunately, this arrangement has done no good for the leather carrying case, which has had to be slit completely on one end in order to accommodate the flash unit (see photo opposite.) However, the case is being redesigned and will be reinforced, probably with metal bands, to overcome this problem.

The camera has two electrical circuits. The high speed one (1/25 to 1/1,000 sec.) is intended for use with the various focal plane type flashbulbs. There is also a slow speed circuit (1/8 sec. and

Use the new DeJUR "Polka-Dot Target"



FOR PERFECT COLOR PHOTOGRAPHY!

FREE! Send stamped self-addressed envelope for **FREE** Polka-Dot Target.



DeJUR

DUAL PROFESSIONAL
Lifetime
EXPOSURE METER

Now, easier than ever to get perfect results! New-type package includes Polka-Dot Target engineered to match exactly the optical design of DeJUR Dual-Professional Exposure Meter. Meter has highest sensitivity; ruggedized against shock; incident or reflected light for all types of photography. See it at your dealer.



NOW ONLY \$23⁹⁵
Leather Zippered Case \$2²⁵

DeJUR

You're always sure with DeJUR
AMSCO CORPORATION
Long Island City, N. Y. • Chicago, Ill. • Beverly Hills, Calif.
Manufacturers of 8mm. Movie Cameras, Projectors, Exposure Meters and Enlargers

slower) which is designed to permit the use of any press type bulb (No. 5, 22, 40, etc.) during the period when the shutter is completely open, as it is in slow shutter speed exposures. This is the circuit which could be adapted to electronic flash.

The outfit which the Canon Camera Co. developed to function with these synchronizer circuits can only be described as extraordinary. It is priced at \$100.70 and you can see all the parts, with the exception of a leather case, pictured on page 57. The equipment seems to be well made and materials have not been spared. The whole affair is quite ingenious. The only difficulty is that much of this design and production effort was expended for purposes which seem to have no bearing on the American market. Recognizing this, the manufacturer is preparing a simplified unit built around the basic flashgun to sell for about \$30 and an American company will soon market a simple adapter permitting the use of almost any domestic flash equipment with the Canon IV. It is expected that adaptations for electronic flash will also be made available.

How good is the Canon IV?

It is a difficult task to give a blanket evaluation of a camera and lenses such as these. Japan is on the other side of the world and we have no way of determining what kind of quality control is exercised in manufacture. If the manufacturer will maintain or exceed the standards of quality displayed in the cameras we have examined, the Canon is certain to be listed among the world's top quality miniatures. The importers seem to have no qualms on the subject and offer a "5 year free service guarantee." They have also set up capable repair facilities (International Camera Corp., 844 West Adams St., Chicago, Ill.). Apparently, they believe that the Canon is here to stay.—THE END.



One end of camera case is split to accommodate flash bracket. Potential weak spot will be reinforced in future.

COMBAT PHOTOGRAPHER CHOOSES *Heiland* STROBONAR®



Sgt. Jack P. Thompson, combat photographer with the 2nd Infantry Division in Korea, carries his Heiland Strobonar during fighting, in every type of bad weather because he can depend on it to flash the picture the Army must have. "I have this to say," says Sgt. Thompson. "The Strobonar is the nicest little piece of rugged equipment I ever had."



Whatever your primary photographic interest, you'll be delighted with the brilliant light output, flexibility, and compactness of these four top-quality repeating electronic flash units.

Ask your Heiland dealer for a free demonstration.

WRITE FOR FREE STROBONAR BOOKLET

Heiland®
THE FINEST NAME IN FLASH

130 E. Fifth Avenue, Denver, Colorado
New York, Chicago, Los Angeles, Kansas City, Atlanta
In Canada: Arrow Films, Ltd., Toronto



button, button...who's got the button?

Da-Lite®
of course!

on the NEW

Challenger®

"PUSH BUTTON" PORTABLE SCREEN

Ultra-modern "push button" operation in an exciting new projection screen! Simply press the "open" button and "zip" . . . out pops the extension tube, freeing the securely held screen while the sturdy tripod stand glides into position. Within seconds, enjoy the full brilliance of your color slides and movies on a Da-Lite WHITE MAGIC surface! See Da-Lite's complete line from \$3.50 to \$104.50.



The New Da-Lite CHALLENGER Screen is versatility plus! 8 screen sizes: 4 square and 4 rectangular from which to choose!

TRADE MARK
White Magic

CRYSTAL-BEADED PROJECTION SURFACE

FREE NEW BOOKLET

A treasure chest of tips on how to gain added brilliance and color from your slides and movies.

MAIL THIS COUPON TODAY!

DA-LITE SCREEN CO., INC.
2729 N. Pulaski Road, Chicago 39, Ill.
Please rush my FREE copy of the new "White Magic" booklet.

Name _____

Address _____

City _____ Zone _____ State _____

You can add the beauty
of **COLOR** to your
favorite vacation shots

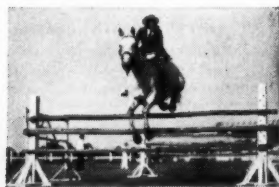


Bring to life the colorful scenes of happy vacation days! It's so easy to recapture the true colors of nature exactly when you add Marshall's Photo-Oil Colors to your favorite black-and-white photographs. Why be satisfied with shots that "remember" only half the wonderful picture.

It's fun to be creative

It's so simple . . . so easy . . . such fun to use Marshall's Photo-Oil Colors. No artistic skill is needed, no messy brushes. Still you can enjoy the creative thrill of "painting a portrait" of someone you love or decorating your home with personalized life-like pictures you colored yourself.

Stretch your photography dollar



Don't risk costly failures when you want natural soft flesh tones, the exact colors of trees, grass, sky or water. Use Marshall's Photo-Oil Colors to be sure of the right color just where it should be. For sharp, high-speed action shots, it's safer and much more economical to use regular low cost black-and-white film.

S-t-r-e-t-c-h your photo budget. Marshall's Photo-Oil Colors make it possible to own a whole album of wonderful colored photographs at the cost of just a few photos in any other color process. Prove it today! If you don't get perfect results the very first time, your dealer will refund the full purchase price of your Marshall set.

There's a Marshall Photo-Oil Color for every need...for military uniforms, ask for Marshall's Air Force Blue, Khaki and Navy Blue.

FREE! Ask for Marshall
Rainbow Color Chart
at your dealer!

Send 15c for the
32-page illustrated book
"How to Make
Beautiful
Color Prints . . ."



the most popular color process of all!

MARSHALL'S PHOTO-OIL COLORS

John C. Marshall Mfg. Co., Inc. Dept. C11, 187 N. 9th St., Brooklyn 11, N. Y.
Can. Dist.: Canada Photo Products, Ltd., 137 Wellington St. West, Toronto 1

What's Ahead?

by **LLOYD E. VARDEN**



During this past summer I got a yen to go to Europe to see first hand what was happening in photography over there. I have no intention of discussing this trip in detail, for that is beyond the scope of this column. However, I should like to relate briefly one overall impression that I gained which does bear a definite relation to "what's ahead" in photography.

Color negative processes pre-eminent

It seemed as though everywhere I went I saw more and more evidence that amateur color photography in Europe is synonymous with the color negative-positive process. I had heard of all but one of the color negative products available in Europe before leaving America, but I had no idea that they had gained so much headway.

The trend in this country, too, has been toward color negative processes, but it has not been so apparent as it is in Europe. In America we have only two manufacturers of color negative films, both of whom also feature color reversal films quite widely. In addition they produce color prints from positive color transparencies or make materials for others to produce them. In Europe, on the other hand, there are now five manufacturers of color negative film, each having a color printing service. But not a single European company produces a product for making color prints from positive transparencies. I learned that still other manufacturers in Europe will enter the color negative picture in due time, with complete disregard for reversible color materials. With this much activity in the color negative field one cannot fail to be convinced that European amateur color photography is going in that direction.

Type of process

Agfacolor Negative film and color prints have been available in Germany for some years. These have now been introduced throughout Europe, including England. As a matter of fact, in England a school has been set up for instructing finishers on the making of color prints on Agfacolor paper from Agfacolor negatives. After the war Agfa lost its hold on the color field in Europe since the basic patents became available to all comers. The current color negative processes in Europe,

without exception, are fundamentally copies of the Agfacolor process. However, this does not imply in any way that all the products produced are of the same quality. There is considerable technology involved in the manufacture of a color film, and so naturally the firms with the most know-how will make the best product.

Gevacolor Negative film is also on the market throughout Europe, including England. However, the processing and printing are done only at the Gevaert plant in Antwerp, and with quite excellent results.

Ferranicolor Negative film is another fairly popular item. It is manufactured and processed by the Ferrania company in Milan, Italy. In Switzerland, Tellko manufactures a color negative film and produces first-rate color prints. That makes four established manufacturers of color negative film in Europe, which, with the newly announced Pakolor, described below, brings the total to five.

Pakolor—the latest color negative material

Shortly before my arrival in England a new color negative product was announced under the name "Pakolor". It, too, is based on the Agfa principle. It is manufactured and processed under a rather complex organizational arrangement, but in spite of the handicaps the end result is quite satisfactory. At least, the prints shown to me by Percy W. Harris, Editor of *The Miniature Camera Magazine* and Past-President of the Royal Photographic Society, showed that the process had much promise for a successful future.

The film and paper used by Pakolor are coated in Leamington Spa, in the heart of the Shakespeare country, by Standard Photographic Supplies, which is owned by A. R. Bott and Sons, Ltd. This firm receives its essential supplies, such as non-diffusing color couplers, from Dr. K. I. Jacobson who, in association with Dr. G. N. White, conducted the experimental work which made Pakolor possible. Now, to complicate things still further, the finished film is distributed and processed, as well as printed, by Associated British-Pathe in London. However, arrangements are being made for marketing processing kits so that the consumer may do his own finishing.

Pakolor will not be the last manufacturer in Europe to introduce a color

negative process. I am unable to disclose names just now, but I do know that there will be a few newcomers in the field before too long. This all adds up to but one thing: color negative-positive processes will set the pace in Europe for amateur color photography for some years to come.

New magnetic film holder may lead to sharper pictures

In U. S. Patent 2,604,831, recently issued to V. H. Fraenkel with an assignment to the General Electric Company, a new idea is described for keeping films perfectly flat in the focal plane of a camera. If put to practical use, the idea should remove one of the bugaboos constantly plaguing photographers who want sharper pictures.

The idea embodies the use of a special backcoating located on a film where the non-curl, antihalation backing usually is. This backcoating would contain particles dispersed in a carrier—perhaps gelatin—that would be attracted to small permanent magnets mounted in the position of the pressure plate. With modern Alnico-type magnets the magnetic attraction would be sufficiently strong to hold the film firmly in the focal plane. Moreover, the special backcoating could be made to function at the same time as an antihalation non-curling layer.

New toning process

Ira B. Current of Ansco has just obtained a patent (U.S.P. 2,607,686) on a process of obtaining cold sepia tones. It seems to me that the disclosures embody well-known principles, but by combining, as Current does, a developer of special make-up with a sulfur or selenium toner, the end result may be unique.

The special developer used by Current is nothing more than a common developer containing from 20 to 80 grams of potassium bromide. A highly restrained developer of this type tends to give very warm tone prints upon straight development. However, Current gives the warm-tone black-and-white print a toning treatment in a typical sulfur or selenium toner. The final color is a "cold sepia" which is specified in the patent by spectrophotometric curves. It would seem worth trying in some cases.—THE END.



"What didja do with th' steak ya brought home?"

Get better pictures with your projector through **SOMCO Projection Lenses**

Designed to fit most 8mm and 16mm Projectors

Bring out the Best in every film through SOMCO Lenses

When all is considered, the success of your movies depends largely upon the quality of your projection lens. Don't be satisfied with anything but top results from your projector. Be sure you are getting as much out of your films as you put into them. Send for illustrated folder showing the SOMCO line of 8mm and 16mm Cine Projection Lenses, and 35mm Slide Projection Lenses.

SOMCO

Simpson Optical

MANUFACTURING COMPANY
3200 West Carroll Avenue, Chicago 24, Ill.



ARTHUR SHAY



STEVEN DEUTSCH



RUS ARNOLD

Why do professional photographers prefer QUICK-SET tripods?

Their work demands the precision action assured by a reliable QUICK-SET!

Famous photo experts like Arthur Shay, Rus Arnold, and Steven Deutsch consider Quick-Set Tripods their most important camera accessory. And photo fans agree: Quick-Set's speedy, easy elevation and wide-sweep crank control mean quicker, smoother operation at all times. They like the versatility of the wide-angle pan head action that pans 360°, tilts 150° from straight down, and the dependability of Quick-Set's lightweight sturdiness, easy-to-adjust balanced aluminum legs. Select a Quick-Set Tripod for your camera and "shoot" with the confidence and results of an "expert"!



QUICK-SET TRIPODS FOR EVERY USE • PRICED FROM \$14.95 TO \$53.50

FREE!

catalog showing Quick-Set Tripod models

MAIL COUPON TODAY

QUICK-SET, INC.
1312 N. Elston Ave., Chicago 22, Ill., Dept. M.P. 11
Please rush me a FREE copy of your illustrated catalog of famous QUICK-SET Tripods.

Name

Address

City Zone State

My Photo Dealer is

here's that "SOMETHING DIFFERENT" x-mas gift

THE NEW "MIRACLE" GADGET BAG X-PANDO*

The Gadget Bag
That G-R-O-W-S
As Your
Equipment
G-R-O-W-S

Here's the gift every photo fan can use. X-PANDO... the gadget bag that solves extra equipment worries... just open the special "X-PANDO" zippers on the main section or on the outside pocket... add all the equipment you want. Made of sturdy, durable, water-proof, scuff-proof Tachyde... lasts and lasts. Yes, once you have an X-PANDO you need never buy another Gadget bag. All around top zipper and lock... solid brass hardware... adjustable carrying straps.

Give "X-PANDO" as the perfect "foto gift"... get one for yourself.

#710X 14 x 10½ x 5 closed **\$19.95**

#705X 9 x 10 x 3 closed **\$15.95**

(Slightly higher in some areas)
At your local photo or dept. store or write to:



*pat. pend. #279416

FOR THE FINEST IN CAMERA CASES,
GADGET BAGS and KIT BAGS SAY "RUKO"

RUKO COMPANY
3 WEST 18th ST NEW YORK 11

CASH : FREE CATALOG
FOR YOUR SLIDE PROJECTOR or ENLARGER...
... or trade your old projector for a new brilliant model with automatic slide changer. Ask for Slide Projector Circular "SM".

G. I. OVERSEAS ORDERS GET 24-HR. ATTENTION

ALFRED BASS INC.
We buy—sell and trade cameras
585 MARKET ST. • SAN FRANCISCO

For Black and White and Color Photography



Made in Germany

New Model IV D
A MASTERPIECE IN 35 mm CAMERAS

- f/4 (43mm) Coated Anastigmat Lens.
- New double-bladed shutter with accurate speeds 1/25, 1/50, 1/100 and B.
- All-metal case.
- Helical Focusing Mount... 2 feet to infinity.
- Iris-diaphragm f:4 up to 1:22.
- Built-in flash synchronization.
- Automatic film stop and exposure counter.
- Light in weight—simple to operate—compact, streamlined, sturdy.
- Holds standard cartridges for 20 or 36 exposures (film No. 135).

ONLY \$29.95 (incl. F. E. Tax)

Ever-Ready Leather Case \$6.75

See your Photo Dealer today, or write:

THE BENNETT COMPANY
837 Howard St. San Francisco 3, Calif.

DON'T MISS THESE WONDERFUL BARGAINS IN LENSES & PRISMS

We have Binoculars, Magnifiers, Telescopes, Photographic Gadgets, Literally millions of War Surplus Lenses and Prisms for sale at Bargain Prices! Achromatic Lenses, Condensing Lenses, Tank Prisms, Bubble Sextants, Polarizing Attachments, Periscopes, Filters, etc. Catalog "M," FREE on request.

Send \$1.00 for Stock 2-M... 10-Piece Lens Kit and Big Instruction Booklet.

EDMUND SCIENTIFIC CORP. BARRINGTON, N. J.

RICOH FLEX IV — A GIFT FOR THE WHOLE FAMILY!



Accclaimed as "The Buy of the Year" by a leading research firm, it's an ideal 'family' camera for indoor or outdoor use. Simple to load and operate. Comes with a genuine leather, overready case.

Only 38⁵⁰

10 DAY FREE TRIAL
MONEY BACK GUARANTEE

Compare These Features with Cameras Selling for Twice As Much...

- *All Metal Body, Leather Covered.
- *ASA synchronized shutter.
- *Speeds 1/25, 1/50, 1/100 & B.
- *Built-in focus magnifier.
- *Depth of field scale.
- *Comes with genuine Leather Case.
- *Twin, Matched, Color Corrected, Coated Lenses.
- *Short cocking, single lever shutter action.
- *Built-in Flash Synchronizer.
- *Precision Coupled Focusing.
- *Frames 8 W or Full Color.
- *Uses No. 130 film, 12 exp.

OUR LATEST CATALOG—OVER 330 ILLUSTR. PAGES Shows 1000's of items. Write for your copy today. Send 50c to cover cost of handling and mailing.

Order from this ad 50% deposit with C.O.D.'s Prices F.O.B. Los Angeles, California

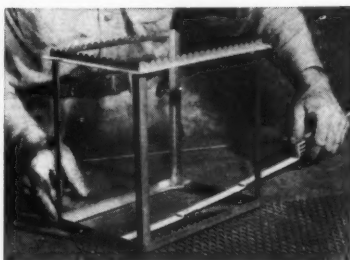
PALLEY SUPPLY CO. • Dept. UC-11
2263 E. Vernon Ave., Los Angeles 58, California

HE DEVELOPS 18 ROLLS AT ONCE

It all started when news photographer Herb Phillips, of San Pedro, Calif., began to think of how nice 'it would be to develop rolls as easily as cut film. The Phillips Developing Rack was the result of his deep thinking. The Kodak No. 4 developing hanger rack being placed in the rubber developing tank (below) ordinarily holds 8 x 10 sheet film developing hangers. However by making a few simple changes, it can now hold up to 18 Nikor reels. It is agitated by simply lifting the entire unit—rack and all—straight up and down once a minute. The entire film load can be moved from one tank to another (developer to hypo) during the developing.



1. The completed unit consists of the developing hanger rack, a stainless steel expanded metal grid bottom, and six stainless steel metal rods.



2. To convert a cut film rack to roll film, Herb had a piece of stainless steel expanded metal grid cut to fit the bottom of the developing rack.



"Slide Cooling" PROJECTOR



Years ahead

because only SKAN gives the positive protection of patented "Slide Cooling" . . . the speed and ease of advanced "touch" controls . . . the "Pre-Viewer" window that lets you "see" before you show. See SKAN today—3 beautiful blower-cooled models for all 2 x 2 slides—priced from \$29.95. A product of G-M LABORATORIES INC.

4274 NORTH KNOX AVENUE, CHICAGO 41, ILL.

BE A NEGATIVE RETOUCHER

MAKE BIG MONEY! UP TO \$50 AN HOUR SPARE OR FULL TIME



Amazing new proven visual instruction by foremost Hollywood photographic authority, quickly and easily prepares you to do finest professional negative retouching at home. We supply all equipment needed—step by step directions for building big profit business from photo studios everywhere. No special ability or experience needed. Men and women of all ages can make tremendous profits. THOUSANDS OF SATISFIED STUDENTS.

THE DUVAL SCHOOL 3034 N. SUNSET BLVD. LOS ANGELES 40, CALIF.

VACUUMATE

FILM PROTECTIVE PROCESS

The SUPER VAPORATE

PROTECTS AGAINST Scratches, Fingermarks, Oil, Water and Climatic Changes

ONE TREATMENT LASTS THE LIFE OF THE FILM

Brittle Film Rejuvenated.

LABORATORIES IN KEY CITIES THRUOUT U.S.

Write for Information Now

VACUUMATE CORP., 446 W. 43rd ST., N. Y.



WRITE FOR COMPLETE ILLUSTRATED FOLDER

J. B. Perrin & Co., Inc. 8510 Warner Drive Culver City, Calif.



3. Next, the depth of the rack was measured, and six strands of heavy stainless steel wire were bent and angled until each Nikor reel could slide easily and quickly on and off.



4. Here you see one of the wire rods (or fingers) shaped and bent into form. Each one of the fingers was made to hold up to 3 Nikor reels during developing of the roll film.



5. Each metal finger was individually welded on to the expanded steel base. Then the entire unit was placed into the developing rack, and was ready for immediate use.—Edith Coverdale

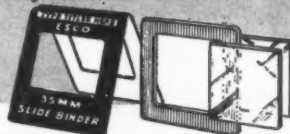


Ask your dealer for



NEW TYPE-ON MOUNTS

Quality Fibreboard Glass Slide Binders



100 Sets 35 MM COMPLETE WITH GLASS \$325

Also Available in Bantam Sizes

- PREGUMMED • LINTLESS
 - SHOCKPROOF • DUSTPROOF
 - New heavy kraft gummed masks
 - Easy "TYPE-ON" identification
- SLIGHTLY HIGHER IN FAR WEST
Also Available in Boxes of 20

2" x 2" MAGIC MOUNTS

Quality Aluminum Glass Slide Binders



Box of 18 Binders, 35 MM \$175

- LINTFREE—SHOCK ABSORBER
- AUTOMATIC SELF CENTER
- GLASS PROTECTION • REUSABLE

Ask for Esco LOW-COST GLASS FOR SLIDES

Smooth Cut or Ground Edge - All Sizes

YOUR DEALER HAS THEM OR CAN GET THEM FOR YOU

MANUFACTURED BY
ERIE SCIENTIFIC CORP.
BUFFALO 10, NEW YORK

Become a PROFESSIONAL PHOTOGRAPHER

• You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.

YOU PRACTICE ON THE FINEST EQUIPMENT
Guided by these outstanding men you handle daily: Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenses; light meters, etc. You study cameras, lenses, films; lighting, composition; retouching, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. Write for free catalogue.



FRANKLIN TECHNICAL INSTITUTE
Founded by bequest of Benjamin Franklin
49 Berkeley Street, Boston 16, Mass.

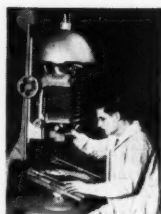
No More Developing Problems For STROBE USERS!

Don't lose the benefits of your speed-light in the developing room. Try 777 once, you'll never use another brand. Temperature range 60 to 90° F. Consistent fine grain results no matter what the season.

Write for FREE booklet.
Since 1938 America's Most Dependable Finegrain Developer.

777 PANTHERMIC

HARVEY PHOTOCHEMICALS, INC. NEWTON, NEW JERSEY, U.S.A.



1952 POLIO PRECAUTIONS

IF POLIO COMES TO MY COMMUNITY

I WILL REMEMBER TO

Let my children continue to play and be with their usual companions. They have already been exposed to whatever polio virus may be in that group, and they may have developed immunity (protection) against it.

Teach my children to scrub their hands before putting food in their mouths. Polio virus may be carried into the body through the mouth.

See that my children never use anybody else's towels, wash cloths or dirty drinking glasses, dishes and tableware. Polio virus could be carried from these things to other people.

Follow my doctor's advice about nose and throat operations, inoculations, or teeth extractions during the polio season.

Be ever watchful for signs of polio: headache, fever, sore throat, upset stomach, tenderness and stiffness of the neck and back.

Call my doctor at once, and in the meantime, put to bed and away from others, any member of my family showing such symptoms.

I WILL NOT

Allow my children to mingle with strangers, especially in crowds, or go

into homes outside their own circle. There are three different viruses that cause polio. My children's group may be immune to one of those. Strangers may carry another polio virus to which they are not immune.

Let my children become fatigued or chilled. Overtired or chilled bodies are less able to fight off polio.

Take my children away from our community without good cause. Polio time is the time to stay at home and keep with everyday companions.

IF POLIO STRIKES MY HOME

I WILL

Have confidence in my doctor, knowing the earlier the care, the better my child's chances for complete recovery. I know that my child has a better than even chance to recover without permanent paralysis.

Call my local chapter of the National Foundation for Infantile Paralysis immediately for information or help. The telephone book or my health department will tell me how to reach the chapter.

Remember that whatever financial help my family needs for polio care will be given through the chapter. This is made possible by the gifts of the American people to the March of Dimes each January.

Naturally



FOR YOUR ALL-METAL PRESS CAMERA YOU WILL WANT...

All-Metal ALKON

LIGHTWEIGHT

CUT FILM HOLDERS

**STRONGER, THINNER AND MORE ACCURATE
THAN ANY WOOD OR PLASTIC HOLDER!**

Only All-Metal ALKON Holders Number
Your Negatives for Identification →

Made in sizes 2 1/4 x 3 1/4, 3 1/4 x 4 1/4, 4 x 5, and
5 x 7 to fit your Press or View Camera

At Your Dealer or Write for Descriptive Literature



ALKON PRODUCTS CORPORATION

698 EAST 142nd STREET, NEW YORK 54, N. Y.

PHOTO MART . . .

STEDCO COLOR PRINTS

24-HOUR PROCESSING
COLOR FILM AND PRINTS
New Ansco Approved Type Vane Agitation Equipment
ROLL FILM 1.10
120 & 620
35mm (20 exp.) mounted

COLOR SLIDE DUPLICATING
35mm Kodachrome & Ansco Color mounted. 20c
Dealer Inquiries Invited

COLOR PRINTS
2 1/4 x 3 1/4 40c ea.
3 1/4 x 4 1/2 75c ea.
4 x 5 \$1.00 ea.
5 x 7 1.75 ea.
8 x 10 3.00 ea.
Min. Order \$1.00
No C.O.D.

York 0658 7669 Melrose
STEDCO PHOTO Los Angeles 46 Calif

Hollywood 8-16mm EDITOR

Complete with Splicer and Rewinds

A Bargain only \$32.95

All metal

2 1/4 x 2 1/4 sharp picture

(Free descriptive literature on request)

SCHOEN PRODUCTS
15029 S. FIGUEROA ST., GARDENA, CALIF.

SHOOT KODACOLOR?

NOW AVAILABLE
ADDED ENJOYMENT!

35mm COLOR SLIDES Ea. 35c
mounted in 2x2 mounts made from your Kodachrome negatives ready for projection or viewing. Minimum Order \$1.75.

Color Slide Duplicating
35mm Made from Transparencies 35mm to 4x5. Min. Order 20c ea. \$1.00.

COLOR FILM PROCESSING
35mm Ansco Color 20 120-620 exp. roll mounted. . . . \$1.00
5c add. for each additional frame. . . . \$1.00
Ansco Color 20 120-620 exp. roll mounted. . . . \$1.00
5c add. for each additional frame. . . . \$1.00
Min. Order \$1.00. No C.O.D.

MULTI-COLOR COMPANY
P.O. Box 370, Van Nuys, California

DARKROOM VENTILATORS

SINGLE UNIT \$14.95
(Cap. 85-100 cu. ft. per Min.)

DOUBLE UNIT \$21.50
(Cap. 170-200 cu. ft. per Min.)

Slightly higher in the West
At Your Dealers or Write To

ELKAY PHOTO PRODUCTS, INC.
287 Washington St. Newark 2, N. J.

FRESH 35MM ANSCO COLOR FILM
Tungsten Type ±234—Safety Base
27 1/2 rolls \$6.75 — 100' rolls \$21.50

Fresh Plus X film Black & White
27 1/2 rolls \$1.00 — 100' rolls \$3.50

IMMEDIATE DELIVERY POSTPAID—NO C.O.D.
PHOTO MAIL ORDER SPECIALISTS
Box 2400 Hollywood 28 California

XMASKIT

CHRISTMAS CARD

FROM \$1 ea.

Photo Greeting MASKS

SEND FOR YOUR FREE 24 PAGE CATALOG

LA FRANCE PRODUCTIONS
105 E WASHINGTON ST. DEPT. W. SAN DIEGO, CALIF.

SAVE MONEY ON MOVIE MAKING!

1. Buy Superior Bulk Film!
2. Process It Yourself!

"How to Process Movie Film"
Simplified processing of movie film—the big little book that has formulae and instructions on how to do it yourself. Postpaid 23c.

Processing Outfit Only \$19.75
Everything needed to develop your film. Rect holds 110 ft. 16mm or 8/8mm film. Drying rack, formulae and full instructions. Fully guaranteed. Only \$19.95.

Superior Reversal Chemicals
Include 4 developers, bleach, clear and hardener. Nothing to add but water. Complete set makes 1 gallon \$2.50. 1/2 gal. set (for Morse tank) \$1.50. Please add postage.

ORDER NOW! SATISFACTION GUARANTEED. Ask for FREE Manual for Home Movie Maker!

SUPERIOR BULK FILM CO.
Dept. 11-MP 105 S. Wells St. Chicago 6, Ill.

VIGNETTE LIKE A PROFESSIONAL!
with the NEW E-Z vignetter kit*

\$2.98 POST PAID

Get this kit and have fun turning out more interesting pictures than ever. Portrait, commercial and amateurs can have a hey-day accomplishing a number of unique montage effects with the E-Z Vignetter Kit. Add a professional touch to portraits. No adjustments, fast, accurate. Set consists of 4 different sizes in durable plastic.

Send check or M.O.
Prompt shipment assured.

ABEMAR PRODUCTS CO., 505 5th Ave., N. Y. 17
*Pat Pend.

ANSCO COLOR RELOADS
Fresh Safety Base **\$1.00** ROLL

35mm—20 Exposure
5 Rolls \$4.75—10 Rolls \$9.00

Color Process., 20 exp. 35mm, 120, 620—1.00

J-SON FILM COMPANY
Dept. M, Box 12121 • Sta. E, Los Angeles 26, Calif.

CHRISTMAS CAROLS
on 35mm COLOR SLIDES
set of **FOUR** **\$1.50**

C-1. Silent Night
C-2. O Little Town of Bethlehem
C-3. God Rest You Merry, Gentlemen
C-4. O Christmas Tree

FREE LIST OF CAROLS and TITLES:
See Dealer or write direct. No C.O.D.'s.
TITLE SLIDES, 1440 Broadway, N. Y. 10, N. Y.

Avoid injuries and lawsuits. Standard model with diffuser.
\$2.25. BLUE FILTER to fit standard model for color work. 50c.

JUNIOR FLASHSHIELD. \$1.50. Buy from your dealer, or ORDER DIRECT. Send postal for literature.

BROOKS MFG. CO., 1514 Aster Pl. Dept. 22, Cin'tl 24, O.

De HYPO PRINT WASHER

Efficiency Plus for Sink or Bathtub
Nothing to Rust or Break
Professional Results **\$2** ONLY
(TAX INCLUDED)
At Better Dealers Everywhere

SPEED-EZ-ELS
Compact—No Adjustments
Easy Focusing—No Eyestrain
6 Popular Sizes—Budget Priced
Special Sizes on Request
At Better Dealers Everywhere

A. J. GANZ CO.
Hollywood 46, Calif.

XMAS CARDS WITH YOUR OWN COLOR PRINTS

SPECIAL MIDGET
From One Transparency

12 for \$ 2.00	10 for \$ 2.00
24 for \$ 4.00	20 for \$ 4.00
36 for \$ 6.00	30 for \$ 6.00
48 for \$ 8.00	40 for \$ 8.00
60 for \$10.00	50 for \$10.00
72 for \$12.00	60 for \$12.00
84 for \$14.00	70 for \$14.00
96 for \$16.00	80 for \$16.00
108 for \$18.00	90 for \$18.00
120 for \$20.00	100 for \$20.00

COLOR PRINTS
2 1/4 x 3 1/4 25c
3 1/4 x 4 1/2 50c
4 x 5 60c
5 x 7 85c
8 x 10 \$1.75

COLOR PROCESSING
120-620 or 35mm **\$100**
20 exp. well
Slide Duplicating 25c ea.

VALLEY COLOR LAB
P.O. Box 2038, W.L.B. Sta. Los Angeles 36, Calif.

Crystal-Brite PROJECTION SCREENS

AMERICA'S GREATEST SCREEN Values

AT THESE NEW LOW PRICES
30 x 40 Triped Model . . \$11.95
40 x 40 Triped Model . . \$16.95
37 x 50 Triped Model . . \$19.95

Write us if your dealer can't supply you.

DAVID SPECIALTY CO.
66 E RANDOLPH ST. CHICAGO 1, ILL.

COLOR PRINTS IN Christmas FOLDERS

from your favorite transparency!

NEW and unique greetings that only you can send . . . one your relatives and friends will treasure. Top quality prints in attractive Christmas Folders, envelopes included. Made from one transparency.

2 1/4 x 3 1/4 3 x 4 1/2
12 for \$4.00-25 for \$7.50 12 for \$6.00-25 for \$11.00
30 for \$13.00-100 for \$22.00 50 for \$21.00-100 for \$40.00

ACME COLOR PHOTO LAB, Box 3004-M, Linden Hills Station, Minneapolis, Minn.

FIGHTING MEN NEED BLOOD

PHOTO MART . . .

ELEVATING ACTION!


LIGHTWEIGHT ALUMINUM WITH SINGLE LOCK PANHEAD

2 SECTIONS **\$16.95**

3 SECTION MODEL \$19.95

NO OTHER TRIPOD WITH ELEVATING ACTION PRICED SO LOW

WRITE FOR FREE LITERATURE TESTRITE INST. CO. INC. NEW YORK, N.Y.



MAKE MONEY AT HOME

LEARN PHOTO NEGATIVE RETOUCHING

the new, modern easy way. The Johnson Electric Retoucher offers a new, different simplified method.

Learn this fascinating profession from experts. A Home study course with individual lessons. Splendid opportunities. There's a big demand for home workers; studios prefer to send work out to your home, you retouch and return to them. Prepare now in spare time. Write for our cooperative lesson method.

E. L. JOHNSON STUDIOS

Dept. M 11, 63 East Main St., Patchogue, N. Y.



P&J COLOR PRINTS

8x10- \$1.50 EA.

From Any Size Transparency

COLOR PRINTS

2 1/4 x 3 1/4 .25c ea.
3 1/4 x 4 1/2 .50c ea.
4x5 .75c ea.
5x7 \$1.00 ea.

Color Film Processing 20 exp. mtd. or 120-620 ROLL \$1.00

Minimum Order \$2.00, No C.O.D.

P & J COLOR PRINTS

P.O. BOX 8575 • COLE BRANCH • LOS ANGELES

New Low Prices

COLOR PRINTS 20¢

2 1/4 x 3 1/4 .25¢ (any ten 20¢ ea.) square 120-620 film will be made 2 1/4 x 2 1/4

3x4 .40¢ 5x7 \$1.25
4x5 .60¢ 8x10 \$2.25

24 hr. Film Developing \$1.00

Anso or Ektachrome Sizes 35mm (in Slide Mounts) B2 or 120, PB20 or 620

DUPLICATING

35 mm Color Slide Duplicating at 20¢ per slide

Write our technical department concerning your problems on any reduction or enlargement from to a transparent color positive.

Minimum Order \$1.00 Include Postage

Washington Color Photo

P.O. Box 1605 Washington 13, D. C.



'PIN-UPS'

By BERNARD of HOLLYWOOD

A Portfolio of BREATHTAKING BEAUTIES

Bernard's money-making work shop secrets revealed for the first time.

POPULAR EDITION \$1.25
68 large (11 x 14 in.) pages - postpaid

GIANT DE LUXE EDITION
132 pages with plastic binding \$3.00


Send 25¢ for Sample Photos and Illustrated Literature

A MUST FOR EVERY PHOTO FAN

ORDER YOUR COPY TODAY FROM

BERNARD OF HOLLYWOOD

Box 16961 MP, West Branch
Los Angeles 46, California



study PHOTOGRAPHY in scenic ARIZONA

Modern techniques—documentary, commercial, portrait, fashion, field trips. Small Groups, personal attention. Fully equipped school; competent, thorough instruction. Full course Oct. 20 to June 19; also intensive Short sessions. Located in sunny desert and mountain wonderland. Co-educational. Booklet N on request. ALFRED A. COHN director.

ARIZONA SCHOOL of PHOTOGRAPHY

Route 5, Box 958
Tucson, Arizona



Movie * DUPLICATES

* from your films

KODACHROME COLOR or BLACK & WHITE

Protect your valuable originals from projector damage and wear, run duplicate prints. Duplicate prints make wonderful gifts.

8mm or 16mm... Duplicates . . . 11¢ per ft.
8mm Enlarged to 16mm, or 16mm Reduced to 8mm . . . 14¢ per finished foot

* Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible, QUICK SERVICE, TOP VALUE, SATISFACTION. Minimum Order \$3.00.

Hollywood MOVIE LABS, Dept. M

12522 Ventura Blvd., Studio City, California

Amateur Photographers

Your spare time is worth

\$100.00 A WEEK

or more!!

A quick easy plan to turn your spare time into cash.

Write TODAY for full information.

HARRISON STUDIOS

13561-A Ventura Blvd., Sherman Oaks, Calif.

COLOR PRINTS IN CHRISTMAS CARDS

2 1/4 x 3 1/4 3 1/4 x 4 1/2

10 for.....\$ 3.00 10 for.....\$ 5.50
25 for.....\$ 6.75 25 for.....\$12.50
50 for.....\$13.50 50 for.....\$22.50

From One Transparency

WALLET SIZE PRINTS 25c

3 1/4 x 4 1/2 50c 4 x 5 .75c 2 1/4 x 3 1/4

5 x 7 1.00 8 x 10 \$2.00

COLOR PROCESSING

35mm-20 exp. mtd Roll \$1.00
Anso-Ektachrome 120-620 Roll \$1.00

COLOR SLIDE Duplicating

8 25c
Min. Order \$1.00.
No C.O.D.

Premier Color Co.

P. O. Box 8626
Cole Branch • Los Angeles 46, California

30% DISCOUNT

Immediate Delivery on FLASH BULBS (CASE LOTS ONLY)

5 (120 bulbs).....\$10.92
SM (120 bulbs)..... 11.76
11 (120 bulbs)..... 12.60

Check or Money Order with order. Shipment Prepaid

NO C.O.D.

FLASHBULB SALES DIVISION

556 Glenwood Ave., E. Orange, N. J.



Custom FINE GRAIN Developing & Enlarging

THE ULTIMATE IN FINE PHOTOFINISHING **35--** PERSONALIZED SERVICES

WRITE FOR FREE DESCRIPTIVE FOLDER

And ROLL FILM

STUDIO and SALON ENLARGEMENTS

MAKERS OF FINE ENLARGEMENTS

Projection Print

PHOTO SERVICE
P.O. BOX 97 UNIVERSAL CITY, CALIFORNIA

DEEPSTER

TWO FULL-LENGTH DEEP TANKS FOR DEVELOPING 35MM TO 620 ROLL FILM.

TANKS STORE DEVELOPER & FIXER OR FOLD UP WHEN EMPTY. Send only \$6.95 for complete set of two tanks with wall brackets, film clip and light-tight caps.

Box 905
GLEN CAMERA PRODUCTS Sea Cliff 2, N. Y.



now title movies in SECONDS*

Self sticking CLINGTITE LETTERS stick on contact with glass, metal and all non-porous surfaces. No glue or adhesives! Letters re-usable! Title on location; thru car window with subject as background; on mirror for 3-dimensional effect. Complete kit consists of 157 letters, numerals, figures; two title boards, 6-page idea booklet.

* with self-sticking CLINGTITE LETTERS

FREE OFFER: See how CLINGTITE LETTERS simplify titling. Write today for free samples and 6-page idea booklet. Send postcard with name and address, no obligation.

At leading dealers everywhere

\$2.95

CLINGTITE letters

4844 S. Ashland Dept. M1 Chicago 9, Ill.




LECO

• DEVELOPING: Fine Grain, by Inspection
• ENLARGING: Individual Attention
• COPY WORK: Black & White and Color

The Laboratory For Professionals And Advanced Amateurs Demanding Quality Workmanship

Ask for Price List, Literature and Mailing Bags

Dept. P, 11 W. 42nd St., N. Y. 18, N. Y., LA 4-2317



MODEL 53 P

FOR SAFER FLASH PICTURES ASK YOUR DEALER FOR A

CLIP-ON

QUICK - DETACHABLE FLASH SHIELD

5" Par. shield & diffuser \$1.95; with blue shield added \$2.75.

SPEAR PRODUCTS COMPANY

812 Huron St., Cleveland 18, O.




Photographic Studies

for the student of drawing Series V vol. I Male Torso six 8x10 studies \$4.50

Send 25¢ for illustrated brochure and sample print.

studio twenty-two

Box 72, Village Station
N. Y. 14, N. Y.



PHOTOMART

JEN-DIP SAVES YOU \$16⁰⁰!

\$1.50 With beaker

By dipping your own bulbs in Jen-Dip Blue Label, you get better color shots with daylight color film, indoors or out, better results than when you use factory blue bulbs or flash-shields.

Write for booklet MD
JEN PRODUCTS SALES CO.
419 W. 42 St., N.Y. 18, N.Y.

Coats 400 lamps

COLOR PRINTS From Your Transparencies

Electronically controlled for superb results. 3-day service and satisfaction guaranteed. Prints from any size transparency:

ANSKO COLOR	50c
KODACHROME	\$1
EKTACHROME	\$2

24 hours—120-620, 35mm mtd. . . Only 90c roll

COLORFAX LABORATORIES
Dept. M-112, Box 3521, Georgetown Sta. Wash. 7, D. C.

NOW 20 EXPOSURE RELOADED CARTRIDGES 25c

SUPER XX PLUS X DUPONT #2

20 EXP. 25c Ea. 36 EXP. 40c Ea.
Bulk \$4.25 per 100 ft. — \$2.25 per 50 ft.

NOTE: 20% Excise Tax must be added to price of B. & W. reloads

ANSCO COLOR RELOADS

20 Exp. Daylight or Tungsten (A.S.A. 12) \$1.25 Ea.

All fresh, clean safety film. Satisfaction guaranteed or money back. Please include 10c extra per order to cover postage and packing.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.

MOVIE AND SLIDE TITLES STILL AT SAME LOW PRICES!

Improve your slide and movie shows with professional Titles. 1952 marks our 20th Anniversary . . . get quality that only this long experience can give. Same Titles formerly distributed by Bell & Howell. BIG choice of backgrounds, your own wording.

GET FREE samples and illustrated brochure. Title-Craft, Dept. M, 1022 Argyle St., Chicago 40, Ill.

EVERY SHOT A CLEAR SHOT

with **HUGO Meyer** CAM-COUPLED RANGE FINDER

—tailored to fit your lens accurately.

At your dealer now
Meyer-Opticraft Inc. 39 W. 60th St., N.Y. 23, N.Y.

America's Original 35MM Viewer

At better camera stores

For 35MM, 16MM, 8MM Color Slides and strip film

\$3.50

Order by mail if not available in your city. We pay postage.

Chromat-O-Scope
426 S. Spring St., Los Angeles 13, Calif.

NEW BOOK FREE!

World's Greatest BINOCULAR VALUES

See BUSHNELL'S 33 Models NEW FREE CATALOG! **\$17.95 UP**

Guaranteed to give you more and save you money on every popular model. Don't overpay! Compare BUSHNELL'S before you buy. Dealers invited. Write Today!

"How To Select Binoculars"
Dept. MP51 Bushnell Building Pasadena 1, Calif.

24-HOUR SERVICE

36 EXPOSURE 35 MM FILM ONLY **150**

Developed fine grain, hardened. Each exp. enlarged to 3 1/4 x 4 1/2, glossy. 20 exp. — \$1.00; Reprints — 5c each.

Free: SAMPLE PRINTS, PRICE LIST, MAILING BAGS

GRAPHIC PHOTO SERVICE
P. O. BOX 72, WILKES-BARRE PENNA.

Complete • Compact • Low-Priced

★ SENIOR 8mm MOVIE EDITOR ★

WITH THESE EXCLUSIVE FEATURES

- Focusing device adjustable to sight of individual
- Revolving have patented break — will take up to 400 ft. reels
- Equipped with Automatic Splicer
- All metal construction in beautiful blue and gold finish

IF YOUR DEALER CAN'T SUPPLY YOU, WRITE DIRECT

MANSFIELD INDUSTRIES, INC.
Dept. ME, 1227 LOYOLA AVE., CHICAGO 26, ILL.

Compare! FLASH PRESS FLASH 5

FOR BETTER FLASH PICTURES

8 MINUT BULBS

A great album Value

Victor Wedding Album, for 12 8x10 Photos, with reversible inserts that can be used For Vertical or Horizontal, with White Kivar Cover, richly gold stamped "Our Wedding" only \$5.00. With White Satin Cover in Rose Pattern, \$6.00. Extra double inserts only 55 cents. Immediate delivery. Also send for Free 72 Page catalogue, with greatest values in Mounts, Frames, Albums and Malters, International Sales Co., 414 E. Baltimore Street, Baltimore, Md.

GUARANTEED FRESH DATED ANSCO COLOR Safety Film 35mm RELOADS

Type 234 Tungsten 5 ROLLS...\$5.65

ARROW CAMERA EXCHANGE
464 East 96 St. Brooklyn 12, N. Y.

special get-acquainted offer

satisfaction guaranteed 3-day service
Minimum Order, \$1.00 — No C.O.D.'s

COLOR PROCESSING

Anso Color (Roll) 120-620-35 mm. 120 exp. 1 Mtd. \$1.00

5x7 COLOR PRINT

from any size film **79c**

With every order totaling \$1.00

COLOR PRINTS

2 1/2 x 3 1/2 — 50c
3 x 4 1/2 — 70c (round corners)
4 x 5 — \$1.00
5 x 7 — \$1.50
8 x 10 — \$2.00 (mid. in folder)

Morel Color Laboratories

(DEPT. M)
Penn. Ave. at Dahlem St., Pittsburgh 6, Penna.

MAGIC LANTERN Novelty SLIDES

Add "SPICE" and showmanship to your slide programs with these elegantly designed and colored 2x2-inch reproductions of authentic announcement slides used in the nickelodeons of yesterday. Numerous . . . nostalgic. Genuine Kodachrome in ready-mounts to fit all 2x2-inch slide projectors. 12 subjects are now available. Send coupon below. **5c** each postpaid.

NICKELODEON COMPANY NEW FLEISHER BLDG. PORTLAND 2, OREGON

Please send literature about MAGIC LANTERN SLIDES to:

PRINT NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

SUNSET COLOR LAB.

P.O. BOX 8595 • LOS ANGELES 46 CALIFORNIA

5x7 COLOR PRINTS 85c ea.

(From 35mm only)

Color Prints From Any Size Transparency

2 1/2 x 3 1/2	25c
3 1/4 x 4 1/2	50c
4 x 5	75c
5 x 7	\$1.00
8 x 10	\$2.00

Color Prints in Xmas Folders

8 1/4 x 3 1/4	\$3.90
12 for \$8.90	
50 for \$12.50	
100 for \$23.00	

Color Film Processing 35mm—20 Exp. \$1.00 ROLL

120-620 \$1.00
Min. Order \$1.50.
No C.O.D.

35 MM DEVELOPING

INDIVIDUAL ATTENTION GIVEN EACH NEGATIVE

No mass production methods. Film fine grain dev. and vaporized to prevent scratching. 24 hr. service. Highest quality developing.

36 FULL SIZE 2 1/2 x 4 1/2 \$1.50

Enlargements! We Have Fresh Film! 8-4x5 BEAUTIFUL ENLARGEMENTS FROM 8 EXPOSURE ROLL, OR 8x10 PRINTS 50c

UNIVERSAL PHOTO SERVICE

PHOTO-LAMP SHADE

The Unique

Made From Four of YOUR OWN PHOTOS!

This sturdy lampshade fits most table, wall or bridge lamps. Each shade measures 10" x 8" x 10".

Just Send Four of Your Own Negatives To —

Coast O'Maine Studio
Boothbay Harbor, Maine

THE FINEST CAMERA REPAIRS IN THE COUNTRY

OUR 50th YEAR

Consistently satisfying the needs of some of the largest organizations in the country.

United Fruit—Loch Mac—C.B.S.—N.B.C.—DuPont—8 1/2 Mps Navy Yard—Chase Nat'l Bank—N.Y. Police Dept., hundreds of others.

All Types of Camera, Shutter & Lens Repairs. No job too large or too small. Estimates Given On Request. Write Dept. III

ADAM ARCHINAL CORP 10 W. 33 ST. N.Y. N.Y.

P H O T O M A R T . . .

AT LAST!
CORRECT VIEWING FOR
STEREO TRANSPARENCIES

HF STEREO
VIEWER TRANSFORMER



Variable current control for proper light correction. Simply plug in to present viewer and house current.

HABER & FINK, INC. **\$8.95**
12 WARREN ST., NEW YORK 7, N. Y.
DEALERS INQUIRIES INVITED

**WEST COAST
COLOR HEADQUARTERS**
ANSKO COLOR AND
EKTACHROME SPECIALISTS

Sensitometric Controls
One Day Service
Custom Printing
All Work Guaranteed

California Color
971 Howard St.—Dept. M
San Francisco 3, California
California's Oldest Color Finisher

35mm Custom Quality FINISHING

KODAK ALBUM PRINTS
36 EXP. ROLL
\$1.50

Our nation-wide service, specializing in custom quality 35mm. finishing since 1930 guarantees you **Fine Work Done by Experts—Quality Materials—Individual Film Processing—and Prompt Service.**

35mm ROLLS fine-grain developed and enlarged to 3 1/4" x 4 1/2".

KODAK ALBUM PRINTS IN NEAT FOLDER
36 EXPOSURES—\$1.50
20 EXPOSURES—\$1.00
REPRINTS—5c EACH

Developing, printing and enlarging of 8, 12, 16-exposure rolls and other sizes at equally low prices.

FAST SERVICE! All work completed and returned via First Class Mail within 24 hours. Write for FREE Mailing Bag and Price List, or send roll and money today.

CAPITOL PHOTO CO.
FORMERLY MINIPIX LABS. BOX 973, DEPT. M, CLEARWATER, FLA.

FOOT SWITCH
Rugged switch; positive control, heavy crackle enamel, non-skid tread. Outlet on body, 8 ft. cord. 1000W—115V AC. Guaranteed.

ORDER BY MAIL \$3.95

WILCO ENTERPRISES
Dept. Y, 3626 Natural Bridge
Saint Louis 7, Missouri

Learn NEGATIVE RETOUCHING

Now for the first time in the history of Photography you can get a complete book on Negative Retouching—FULLY ILLUSTRATED—70 pages describing in detail **HOW TO DO IT:**
• Modeling • Spotting • Blending • Collecting • Proof Retouching • Etching • Commercial & Theatrical Retouching.
Plus a full set of paper negatives. A full refund if returned in good condition in 15 days. Send for yours today.

\$1.95

DE CORE PHOTO PLAQUE CO.
Dept. K5, 3723 Fullerton Ave., Chicago 47, Ill.

Finer FOTO FINISHING

FASTER SERVICE. Your film processed same day recd. Quality work. Encl. 50c add. for air mail return. Free mailing bags. **SATISFACTION GUARANTEED.**

PHOTOCRAFT LABORATORIES
Department A-11 Post Office Box 13307
West Los Angeles Station • Los Angeles 25, California

35mm.	20 exp.	30
36 exp.	1.30	
3 1/4" x 4 1/2"		

CARTER ELECTRONIC FLASH



Automatic synchronization only 28 oz.
The size of a dollar bill
Fits any camera

Normal developing time
Takes Kodachrome and Kodacolor.

\$49.95

Battery Pack Available

CARTER CAMERA CO.
409 W. 63rd St., Chicago 21, Ill.

PRESERVE YOUR PHOTOS IN A PRACTICAL ALBUM
• for 4x5 Press Camera Photos • designed exclusively for us in Genuine Leather gold tooled. Colors: Forest green, maroon, beige, parchment brown.

4x5 for 96 pictures \$12.95
4x5 for 192 pictures \$17.35

In "Florentex" with gold tooling. Colors: Red, green, brown, and blue.

4x5 for 96 pictures \$ 7.95
4x5 for 192 pictures \$13.45

(Also available in 4x6 size, same prices as above) and for popular size prints 620/120 2 1/4" x 3 1/4"—616/116

2 1/4" x 3 1/4"—Postcard 3 1/2 x 5. \$8.50
Genuine Leather Cover—for 96 prints..... \$8.50
Genuine Leather Cover—for 192 prints..... \$11.30
Florentex Covers—for 72 prints..... 3.95
Florentex Covers—for 144 prints..... 6.05

Name Gold-Stamped—\$1.00

COLUMBUS PHOTO SUPPLY CORP.
1949 BROADWAY NEW YORK 23, N. Y.

Print your own... **XMAS CHEER** With **PHOTO GREETINGS**

No. 432

Personal greetings which only you can send. Combine with your negative to make your cards treasured.

Professional Set \$8.95 NEW **\$100**
of 10 Designs LOW PRICE 1 EA.

Write today for free catalog of Holiday Designs
Paper & envelopes also available.

Send Cash, Check, M.O. No C.O.D.'s please.

CHEMIPURE LABS 170-06 HILLSIDE AVE.
JAMAICA 32, N. Y., Dpt. M

Reload your Own! **35mm FILM** Guaranteed Not Govt. Surplus! Fresh

EASTMAN PLUS X
RELOADS


27 1/2 Ft. Bulk.....\$1.00 | 36 Exp.....3 for \$1.00
100 Ft. Bulk..... 3.50 (Add 20% Fed. Tax)

IN CALIF. ADD SALES TAX—ALL PRICES POSTPAID

ANSKO COLOR PRICES ON REQUEST

PACIFIC COAST FILM CO. 1512 No. Sierra Bonita
Hollywood 46, Calif.

ENLARG-O-HOLDER for "VARIGAM" FILTERS



Fits lenses to 1 1/2" Dia. All metal—holds filter and diffuser.
Try ENLARG-O-HOLDER for positive aperture control. Fits aperture rings 1" to 2" diam. \$2.00 ppd. Money back guarantee on both. Free literature. Dept. J.
(Also professional sizes available)

\$3.00

POSTPAID **H. L. Instrument Co.** 313 W. Valley
San Gabriel, Calif.

DYE-TRANSFER
COLOR PRINTS, Dye-Transfer print enlargements of your own favorite color films.
5x7 Print, from any make film, only \$2.50.
Duplicates of same 5x7 print, only \$1.25 each.
Write for complete price list or send film.

ROCHESTER PHOTO COLOR
Box 1623 Rochester, N. Y.

8 X 10 COLOR PRINTS **\$2.00**

All Orders Returned 1st Class

ANSKO COLOR & EKTACHROME
ROLLS PROCESSED 120, 620, AND 35MM (Mtd.) \$1.00. 35MM DUPLICATES, 20c EA.

NO C.O.D.'S—MINIMUM ORDER \$1.00

LE-PRICE COLOR PRINTS

2 1/4" x 3 1/4".....30c	3 1/4" x 4 1/2".....50c	4x5.....75c	5x7.....\$1.25
8" x 10".....40c			8x10.....\$2.00

ACME PHOTO LAB.
Box 3004-M Linden Hills Station, Minneapolis, Minn.

FREE! A Sample of the World's Fastest Film Binder

ON REQUEST!

- All Sizes
- Self-Sealing
- No Water—No Heat
- Complete Film Protection!

2x2 For 35mm D.F., 35mm S.P., Bantam, Robot, 16mm D.F., and 8. For each size packed 50 per box @ \$1.75. If with Acetate protectors \$2.75

2 1/4" x 3 1/4" For 3 1/4" x 5, 35mm D.F. and Bantam size. Each size packed 50 per box @ \$2.30. If with acetate protectors \$3.45

3 1/4" x 4 1/2" horizontal or vertical, each size packed 24 per box @ \$1.75 or if with acetate protectors \$2.50.

STEREO Realist or Bush-Vera. 1/16" thick 24 pack thick 24 pack \$2.00—with protectors \$2.36. 1/8" thick 24 pack \$2.00—with protectors \$2.36.

Your Dealer Should Stock—If Not, Order Direct

PORTER MFG. & SUPPLY CO.
2836 Sunset, Dept. M-11 Los Angeles 26, Cal.

NOW! Economical Color Prints in Beautiful Xmas Folders

AT PRICES YOU CAN AFFORD

12 WALLET SIZE \$2.00 FOR ONLY

25 for \$3.75	50 for \$7.00	100 for \$13.00
---------------	---------------	-----------------

12 for 2 1/4" x 3 1/4" \$ 3.25	12 for 3 1/4" x 4 1/2" \$ 6.00
25 for 2 1/4" x 3 1/4" 6.00	24 for 3 1/4" x 4 1/2" 11.00
50 for 2 1/4" x 3 1/4" 11.50	50 for 3 1/4" x 4 1/2" 21.00
100 for 2 1/4" x 3 1/4" 22.00	100 for 3 1/4" x 4 1/2" 40.00

All Prints from One Transparency

CANYON COLOR COMPANY
P.O. Box 2036, Wilshire La Brea Sta. Los Angeles 36

LOW PRICED SCHOOL & CLUB FOLDERS PHOTO MOUNTS

Send \$2.00 for large variety sample assortment folders and easels.

ALBUMS Musical, Non-Musical, Wedding, Baby Stereo

JOSEPH ROBIN Dept. M11
262 W. 22nd St., New York 11, N. Y., WA. 9-5044

8MM-16MM SILENT

MOVIES IN COLOR!

NATIONAL PARKS
TRAVELS • WESTERN • ATOM BOMB
WAR THRILLS • HISTORICAL SITES • NOVELTIES

Big 103 Subject Catalog—... 3¢ in stamps
Kodachrome "WALKIE" sample 3" (Specify size)
• NO C.O.D.'S • NO RESERVE SHIPMENTS •

WORLD IN COLOR PRODUCTIONS—ELMIRA, N.Y.

35 MM FILM REFILLS

Frame Numbered—in E.K. Metal Cartridges—no War Surplus

20-exp. { DuPont Superior—\$2.00	7 for \$2.00
cartridges { E.K. Plus X.....\$1.50	7 for \$2.00
{ E.K. Super X.....\$1.50	7 for \$2.00
{ Background (PAN)—X.....\$1.50	7 for \$2.00

36-exp. cartridges on above film (add 25% to above prices)

20-exp. Ansco 35 mm Color Cartridges—3 for \$4.95

HOLLYWOOD NEGATIVE SERVICE
Box 200-M Hollywood 28, Calif.

Argoflex EF, with flash unit and carrying case, brand new. Lists at \$91.00. Yours for \$42.50. Box S, Modern Photography, 251 4th Ave., N. Y. C.

Bell & Howell Foton, f2, 4" telephoto, viewfinder, accessories, A-1, \$645.00. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

B&H 300W Duomaster slide projector, immaculate \$63.00. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Kodak Portable Miniature enlarger, 2" Ektar lens, \$48.50. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Kine Exacta lens, 360mm Telexenar, excellent, \$99.00. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Lens Specials: 8 1/2" f4.5 Paragon, Universal shutter, \$50.00. 165mm f2.8 Zeiss Biotassar, \$78.00. 190mm f3.5 Tessar, \$48.50. 10" f4.5 Paragon, \$49.50. Protar Convertible, 8 1/2" f3.5, \$64.50. Universal shutter, \$89.50. 12" Dallin telephoto, f7.7, Compur, \$76.00. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Medalist II, f3.5 Ektar, cutfilm back, \$198.00. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

4x5 Super D Graflex, Ekaltite, 190mm luminized Ektar, very latest, equal new, \$179.50. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Contax II, f2. Sonnar, excellent, \$159.50. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Leitz 90mm f2.2 Thambar for Leica, immaculate condition, \$118.00. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Leica lens, 47mm f2 Ektar (Kardon), \$69.00. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Leica lens, Kilit Reflex Housing, 90mm f3.5 telephoto, immaculate, \$109.50. American Camera Exchange, 210 W. 7th, Los Angeles 14, Calif.

Leica Standard box, Rangefinder, \$44.00. Leica IIIA, f2 Summar, \$125.00. Leica IIIC, f2 Summar, from \$189.00. Leica IIIC, f3.5 Elmar \$149.50. Leica IIIC, f1.5 Sonnar, \$216.00. Leica IIIC, f1.5 Xenon, \$246.50. Leica IIIf's immediate delivery! Complete stock new and used Leica equipment... from lens cap to reflex housing—we have it! Contax IIA, f2 Sonnar, \$274.50. Kine Exacta Department new and used Kine Exacta VX models from \$178.00. Kine Exacta telephotos, Wide Angles, all types stocked! 1951 Rolleiflex f2.8 Tessar, solenoid installed \$268.50. 1952 Rolleiflex f3.5 Xenar, immaculate, \$196.00. New 1952 Rolleiflex, prompt delivery! 2 1/4x3 1/4 Linhof, 4x5 Linhof, Linhof accessories—we trade! Argus C3, complete, excellent, \$46.90. Kodak 35, coated f3.5 synchronized, \$53.00. Retina II, f2 coated Ektar, \$89.50. Retina II, f2 Heligon, \$76.00. All fully guaranteed! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

wanted to buy

CASH FOR CAMERAS. We need fine cameras Leica, Contax, Rolleiflex, etc. Send to us for inspection. Cash by return mail. Standard Camera Supply Co., 7901 Santa Monica Blvd., Hollywood 46, Calif.

BONUS for: Retinas, Ektras, Contassas, Bantam Specials, Contax, Contaflex, Hasselblad! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

IMMEDIATE Airmail Payments for precision cameras, lenses, all types! Specialists in German equipment: Jay Reed, Chromotics, 1012 Rush near Oak, Chicago 11, Ill.

HIGHEST prices in America for Leica, Rolleiflex, Retina, Kine-Exakta, Polaroid, Bantam Special, etc. Will airmail cash immediately. Items held 10 days for approval. Reitman Camera Exchange, 1900 E. 9th St., Cleveland 14, Ohio.

LENSES, AERIAL CAMERAS, MOTION PICTURE CAMERAS, CASH AIRMAILED IMMEDIATELY FOR THESE AND AERIAL LENSES, INCLUDING 7" AEROKERTAS, 20" and 40" BAUSCH AND LOMB, ETC. SHIP INSURED OR WRITE: Gordon Enterprises, 5362 N. Cahuenga, North Hollywood, Calif.

BONUS for: Retinas, Ektras, Contassas, Bantam Specials, Contax, Contaflex, Hasselblad! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

BONUS for: Leicas, Exacts, Foton, Rolleiflex, Rolleicord, Stereo, Graphics, Bolex, Bell & Howell! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

HIGHEST cash air-mailed immediately: all types fine cameras, lenses, equipment! Prompt, courteous service! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

URGENTLY NEEDED: Bantam Specials, Contaxes, Ektras, Foton, Hasselblad, Korelle II, Kine-Exaktas, Leicas, Linhofs, Medalist II, Nikons, Retinas, Rolleiflexes (Pacemaker and Crown), Speed Graphics, send in, or write for offer, immediate reply, cash by airmail. Altman's, 64 E. Monroe, Chicago 3, Illinois.

Pacemaker and Crown Speed Graphics, URGENTLY NEEDED, cash by airmail, Altman's, 64 E. Monroe, Chicago 3, Illinois.

CASH FOR CAMERAS. We need fine cameras Leica, Contax, Rolleiflex, etc. Send to us for inspection. Cash by return mail. Standard Camera Supply Co., 7901 Santa Monica Blvd., Hollywood 46, Calif.

camera registration

STOP THIEF! STOP TRAFFIC IN STOLEN CAMERAS! Protect yours with lifetime registration for only one dollar.

Request registration forms now, stating how many cameras and lenses you own. **NATIONAL CAMERA REGISTRY, 67 E. Oak, Chicago 11.**

camera repairs

SPECIALISTS in Foreign and Domestic camera repairs. Lens polishing, re-cementing, re-focusing, Bellows installed, Rangefinders repaired, sync. Repairs guaranteed up to one year. Chicago Camera Specialists, 17 N. State St., Chicago 2, Illinois.

LENS MAKING and REPAIRING OUR SPECIALTY. Lenses cleaned, repolished, re-cemented, duplicated, hard coated. Binoculars also repaired. Prompt service. Workmanship absolutely guaranteed. Send lenses or write for estimate. Gould Lens Service, 26M11, Franklin Avenue, Binghamton, N. Y.

Foreign cameras: Six years with the inventor of the Contax (Zeiss) assure you 100% repairs on all foreign and domestic cameras. Internal synchronization installed on Contax, Leica, Rollei, Ikona, etc. All work guaranteed and conscientiously done. Strauss, Photo-Technical Service, 930 "F" Street, N. W., Washington, D. C.

COMPUR, Wollensak, Graflex, Supermatic, Ilex, Leica, Prontor, Argus and Robot Shutter Repair Service a Specialty (Prompt 24 Hour Service). CENTRAL STATES CAMERA REPAIRS, 3116 E. Douglas, Wichita 8, Kansas.

Insured and guaranteed repairs at trade prices. Camera Repair Corporation of America, Box 635, Church St. Station, New York 7.

For Discriminating Camera Owners. In need of repairwork? Then your camera demands the best of care and the services of our highly skilled and most fastidious repairmen. We offer you only discriminating service plus highest quality workmanship. Reliable Camera Servicing, Room 211A, 6349 N. Western Ave., Chicago 45, Illinois.

photo finishing

Expert negative retouching, fast service, Haase, 53 Platt Ave., Rochelle Pk., New Jersey.

PHOTOMURALS. Any size, 3 feet up. Your own negatives or hundreds of our pictures to choose from. Catalog 25c. Photomarmoth Murals, 12048 Vanowen Street, Dept. P, North Hollywood, Calif.

PHOTOMURALS A SPECIALTY. 20x24, \$2.50; 20x30, \$3.00; 30x40, \$3.75; 40x60, \$7.50. Send negatives, prints, or transparencies. New Negatives 50c and up. Estimates and PRICE LIST for larger sizes upon request. Marvel PHOTOMURALS, 1544 Seabury Place, New York 60, N. Y.

Retouching, Dyeing, Etching. Q. W. Piper, 2103 Lawrence Ave., Chicago 25, Ill.

ENLARGEMENTS, CUSTOM MADE. IMMEDIATE SERVICE. B&W or warmtone. DOUBLE-WEIGHT Glossy, Semi-matte. Silk, Matte. Tapestry. 5x7, 25c; 8x10, 40c; 11x14, 80c; 16x20, \$1.75. New Negatives, 50c. COMPLETE SERVICE, including Retouching, Hand Oil Coloring, Print Toning. PHOTO ENLARGING SPECIALISTS, 1476 Seabury Place, New York 60, N. Y.

EKTACHROME and ANSCO color film processing. 24 hour service. 120 & 620, \$1.00; 35mm, 20 exposure mounted, \$1.25. Cut film 6 sheets, \$2.00. Please include return postage. AXEL BAHNSEN COLOR LABORATORY, 17 Glen Street, Yellow Springs, Ohio.

NO NEGATIVE? Send \$1.00 for new negative and two 5x7 enlargements from picture, transparency, colorprint, polaroid, stereoframes. Inquire movieframe enlargements, 2x2 slides from any negative, photograph, colorprint. Curio Photo, 1187 Jerome Ave., New York 52.

PROFESSIONALS, COMPLETE SERVICE and PRICE LIST AVAILABLE, WRITE TODAY. MARVEL PHOTO SERVICES, 1544 Seabury Place, New York 60, N. Y.

Sepia tone enlargements from color slides. 5 x 7, 25c; 8 x 10, 50c. B & W 50c extra. All types finishing and enlarging. Western Photo, Box 91, San Diego 12, Calif.

ENLARGEMENTS, Double Weight, Semi-Matte. Four 5 x 7's or Three 8 x 10's \$1.00. Eastern Photo Service, P. O. Box 2965, Baltimore 29, Md.

Gorgeous Hand-Printed Miniature from favorite negative or print by nationally renowned artist. Sensational Christmas gift. Send money order \$4.95; Maurice, 7 Delancey, New York 2.

CHRISTMAS SPECIAL. PERSONALIZED CHRISTMAS PHOTO GREETING CARDS made from popular size negatives, photos, transparencies. Matching envelopes included. 18—\$1.70; 25—\$2.40; 50—\$4.50; 100—\$8.00. Please order early. Photo Greetings Division, 1476 Seabury Place, New York 60, N. Y.

movies, movie film

PRICED LIKE WHOLESALE and just released—these new 1-reel Blackhawk movies—16mm, sound (300'), \$11.95 plus 25c postage—8mm, silent (150'), \$2.98 plus 15c postage. Four railroad films: "Super Chief," "Western Pacific Fast Freight," "Golden Arrow" (London-Paris), "California Zephyr"—and "Bathing Beauties—Then and Now." Hundreds new-used 16mm, sound, silent, 8mm, bargains. Good used 16mm, sound projectors—Bell and Howells, Ampros, Victors—often available \$129.95. Reels, cans, supplies like wholesale. Big new 24-page catalog free! Blackhawk Films Inc., 1616 Putnam Bldg., Davenport, Iowa.

HUNDREDS of Subjects! Travels, Comedies, Adventure, Musicals, Etc. Best Movie Headquarters of ALL! Catalogs 15c. Turke Films, Hinsdale 2, Ill.

IMPERIAL OFFERS LOWEST PRICES—LARGEST SELECTION! Clearance Brand New Sound & Silent Films! Latest Releases. Free Catalogs! Largest selection used soundies 4 for \$5.00—boxed & spooled! Exclusive adult "Night Club Film Series," "Torrid Twisters"—16mm Sound Complete \$16.50. 8mm Complete \$5.50. TRADE your old films for New Films—; or for projectors, screens, editors, cameras, etc. at amazing allowances! **IMPERIAL ENTERPRISE, INC., 34 PARK ROW, NEW YORK 38, N. Y.**

"RENT 8mm movies 19c reel. Details dime. Cooper's Mart, Eaton, Ohio.

35mm, 8mm, 16mm COLOR FILM—GUARANTEED. Write for details: MCGREGOR PRODUCTS CO., 201 Grand Avenue, Rochester 9, New York.

KODACHROME MOVIES—projection sample \$1.00—SOF rentals, lists 10c; color slides—views 10—\$1.00, art glamour 3—\$1.00, lists, sample 35c. Galloway Films, Box 6933E, Washington 20, D. C.

GUARANTEED FRESH 8mm roll, magazine; 16mm roll, magazine movie films. Color, B&W. Free catalog. ESO-S, 47th Holly, Kansas City 2, Missouri.

MALE ACTION and posing shots of Mr. America and other perfectly developed men. All close-ups, 60 ft. 8mm—\$3.50, 120 ft. 16mm—\$6.00. Dr. Frank Thompson, 919 4th, Manhattan, Kansas.

WE HAVE IT! Send 10c for special listings, and sample film strips. Reyelle, Box 12, Hammels, N. Y.

CARLSBAD CAVERNS, The Antarctic, Pitcairn Island, others. 8mm-16mm Home Movie Travels. Carlsbad Caverns sample color film \$1.50, specify 8mm, 16mm. Catalogue 5c. "TEX" HELM, Dept. MMCA, Carlsbad, N. M.

Kodachrome Movie Sample \$1.00. Ten Color-slides \$1.00. Catalogue 10c. EDDINGS—32 Roberts, Corning, N. Y.

EDENART has all subjects. Send 25c for complete listing and sample. State subject preferred. EDENART, Box 608, Woodmere, L. I., New York.

GIRLS BOXING OR WRESTLING MOVIES 8mm \$9.00, 16mm \$12.00. Color wrestling 8mm \$12.00, 16mm \$15.00. Postcard stills 10 for \$2.00. Dynamic Productions, Box 69, Homecrest Station, Brooklyn 29, New York.

5,000 NEW—USED 8-16mm Silent—Sound Films. International-B, 2120 Strauss, Brooklyn 12.

FREE CIRCULARS—listing our bulk movie film, chemicals, developing sets and instructions on developing movies. Fromaders, Box 637-G, Davenport, Iowa.

EXCHANGE 8mm 50c reel. Mason, 4801 Riviera, Coral Gables, Florida.

SAVE 50c on Double 8mm or 16mm roll movie film, with 24-hour processing service. Free Circulars. Fromaders, Box 637-G, Davenport, Iowa.

movie titles

CUSTOM Kodachrome 8mm—16mm titles, generous samples, prices, 25c. Hollywood Color Titles, Box 16335, Hollywood 38, California.

color slides

Miami, Havana, Bahamas. Kodachromes \$2.50 per dozen. Free Catalog. JACKSON'S CAMERA STORE, 60 West Flagler Street, Miami, Florida.

60,000 SLIDES IN STOCK insures quick delivery. Cover United States, Europe, England, Holy Land, Japan, China, Philippines, Cuba, West Indies, Mexico, etc. If you visited Washington or Williamsburg you saw RoLoc slides on display. Product Captain M. W. Arps, USN, retired. Catalog, 3c. RoLoc, Box 1715, Washington 13, D. C.

STEREO "REALIST SIZE" Color Slides Carlsbad Caverns. Sample 75c. Catalogue 5c. "TEX" HELM, Dept. MSR, Carlsbad, N. M.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30c. Kelly M. Choda, Box 5, Los Alamitos, New Mexico.

FREE LISTS—sharp, true-color 2 x 2 Kodachromes: famous places, tourist attractions, flowers, animals, etc. Dept. M. The EULO Company, Box 178, Denver 1, Colo.

CARLSBAD CAVERNS—More New Interior Color Slides added. Sample 50c. New Illustrated Catalogue with text 15c. "TEX" HELM, Dept. MPICS, Carlsbad, New Mexico.

HAVE YOU SOMETHING YOU'D LIKE TO SELL, BUY OR EXCHANGE DIRECTLY WITH ANOTHER READER?

You'll be surprised at how fast one of our readers will do business with you! Old cameras, lenses, projectors, or any piece of equipment will find a ready buyer or seller. Ads received by the end of month will appear in the issue out the second following month. Remittance, at 40c for each and every word, must accompany ad. Send to Miss Goodstein, Modern Photography, 251 Fourth Ave., New York 10, N. Y.

Comic Color Slides for your approval—Western Photo Slides, Box 1112, Santa Monica, Calif.

Stop searching! Color slides as you like them, 4 for \$1.00. 10 for \$2.00. Exclusive offerings free with orders only. Danny Davis, Box 1202, Room 165, Chicago 90, Illinois.

NATURAL color, 2 x 2 slides. Hollywood's best posed by the master. 4 for \$1.00. 10 for \$2.00. Perry Pelton, Box 5967, Dept. 14, Chicago 7, Illinois.

SLIDES OF THE EAST. Cape Cod, White Mountains, Lexington, Plymouth, Niagara, Ausable Chasm, Santa's Workshop, Quebec, Montreal, Gaspé, Fall Foliage, Covered Bridges, Historic Houses, many others. Send for catalog beautiful kodachromes by Henry Cobb Shaw, 8-2 Bosworth St., Boston 8, Mass.

UNBELIEVABLE BEAUTY—STEREO OR 2 x 2. \$1.00 rushes you fantastic desert wildflower approval set. Close-ups. Collectors gems. DuBois, 5864 Hollywood, Hollywood, Calif.

BEAUTIFUL KODACHROMES California Coast, Missions, Festivals, Flowers, Sequoia, Ghost Towns, Yosemite, Death Valley, Hoover Dam, Las Vegas, Mexico, San Francisco, San Diego, Glass Church, Spain, Alaska, Finland. Three Slides \$1.00. REDFIELD COLOR SLIDES, 676 Buchon Street, San Luis Obispo, California.

Historical Massachusetts—scenic New Hampshire—slide list, 35c. Herman Parker, Fairview, Lynnfield, Massachusetts.

STEREO FANS! Stereo slides galore—also New precision Stereo Viewer—\$2.95—10 Academy Award winning stereo slides—\$4.00—Stereo Lockslide mounts, mounting service—Send 25c for complete catalog & sample slide. Horner-Cooley Prod., Inc., 6356 Hollywood Blvd., Hollywood 28, Calif.

NEW YORK CITY—Kodachrome originals, Limited Quantity—50c each, 6 for \$2.40—Tonjes, 19 Westmoreland Drive, Yonkers, N. Y.

Looking for an unusual Christmas gift that's sure to be appreciated? Then give a set of Weston's 35mm natural color slides, only \$1.95 per set of eight. "Weston's Travels Around the World" is the most complete line of slides in America. Request free list from your dealer, or write Weston's Travels, 2818 North Piedras, El Paso, Texas.

UNUSUAL PIN-UPS. Most sensational collection in the world! Twelve NEW sets. Eight glossy 4 x 5 Photos to set \$2.00. Five color slides to set \$2.00. 8mm 50 feet movies \$3.00. BERNARD, Box 16961 West Branch, Los Angeles 46, Calif.

WORLDWIDE—Stereo or 2 x 2. Four samples and literature \$1.00. Dave Harris, 2401 Pittsburg, El Paso, Texas.

BEAUTIFUL MAINE COAST Scenes. New Hampshire, Hudson Valley, Montreal, Halifax. Lists and 3 samples, \$1.00. Maine Photos, Box 1622 D, Portland, Maine.

LARGEST SELECTION Rocky Mountain region. Approval service insures satisfaction. Nesbitt's, 711 Columbia Road, Colorado Springs, Colo.

EDENART has all subjects. Send 25c for complete listing and sample. State subject preferred. EDENART, Box 608, Woodmere, L. I., New York.

COLONIAL PHILADELPHIA, VALLEY FORGE, Etc. Sample LIBERTY BELL and lists 35c. Colonial, 343, Swarthmore, Pa.

GENUINE OIL PAINTING—Portraits or scenery beautifully painted from your color-slide or print, write—Artcraft Studios, East Peoria, Illinois.

KODACHROME Slides. Sample 30c. Kirwin Slidefilm Laboratory, CRYSTAL LAKE 1, Illinois.

WEST VIEW Kodachrome Slides on approval. These professionally photographed slides truly capture the natural scenic beauty of our Western Wonderland. Unequaled detail, composition, and color reproduction. Lowest prices for slides on Kodachrome film. Determine the quality of West View slides before purchasing. Send for catalog and a "Slide Tour" (18 slides and text) on approval. Indicate the Western National Park preferred. No minimum purchase. West-View, Dept. M, 1518 Montana Ave., Santa Monica, California.

EUROPEAN Slides on approval. Genuine Kodachromes from the private collection of nationally known photographer and world traveler, Ernest B. Wolfe, Member P.S.A. Largest and finest collection in the world. Send for free catalog. Ernest B. Wolfe, 10916 Ashton Ave., Los Angeles 24, Calif.

COLOR VUE SLIDES: Southwest, Desert in Bloom, Sunsets, and Misc. List free. CUSTOM COLOR SERVICE, P. O. BOX 5036, Tucson, Arizona.

CUSTOMCOLOR prints, Film processing, price list, Box 67, Nederland, Texas.

Did rain spoil your vacation? Our approval selections from any Western National Park, Canada or Mexico will help you do the pictures you missed. Free Catalogue. Douglas Whiteside, Box 486, Yosemite, California.

WE HAVE IT! SEND 10c for special listings, and sample slide. Reyelle, Box 12, Hammels, N. Y. "South of the Border" Pin-ups. In color. 12 for \$1.00. Apecc Color Co., 614 East Yandell, El Paso, Texas.

Art Poses. Color Pictures. 12 for \$1.00. Apecc Color Co., 614 E. Yandell, El Paso, Texas.

Negative File. Data printed envelopes hold negatives up to 4 1/4" x 3 3/4". \$1.50. 4" x 5" negative \$2.50. Apecc Color Co., 614 East Yandell, El Paso, Texas.

photo jewelry

Mount your photos into pins, earring, necklaces, etc. Amazing possibilities. Send 10c for illustrated brochure and complete information. Milady-Fair Co., GPO Box 1328, NYC 1.

photos, b & w slides

2x2 SLIDES from any size negative. Mounted. 15c each. Miller Slide Service, Holdrege, Nebraska.

Male Action Photos for artists and sculptors. Catalog Number One consists of 15 photos of four different young models. Send \$1.00 to Richard Roscoe, P. O. Box 4249, San Francisco 1, California. Kindly send this ad with order.

DRUM MAJORETTES, 32 Glossy Photos \$1.00. Frederick Forman, 868 Lorimer, Brooklyn 28, N. Y.

AMATEUR DESIRES EXCHANGE GLAMOUR PHOTOGRAPHS WITH AMATEURS. . . Szeroncs, 2522 East State, Rockford, Illinois.

U. S. NAVY OFFICIAL WAR PHOTOGRAPHS. A collection of Navy, Marine Corps and Coast Guard photos compiled by Captain Edward Steichen. \$1.00. Book Department, MODERN PHOTOGRAPHY, 251 Fourth Ave., New York 10, N. Y.

OUTSTANDING MALE PHOTOS—Powerful. . . Superbly Posed! Eight 4 x 5" Photos \$2.00. FREE Gift with each \$2.00 order. T. C. Dilbeck, Dept. X-3, Box 19007, La Tijera Station, Los Angeles 43, California.

MALE PHYSIQUE PHOTOS—Exclusive Originals. Eight 4x5" photos \$2.00. Free Gift with each order. Terry Thorne, Dept. MX, P. O. Box 15535, Crenshaw Station, Los Angeles 8, Calif.

B&W TRANSPARENCIES. Single frame strip 4c. Single frame mounted 7c. Double frame mounted 8c. Optical reductions from larger negatives mounted 13c. Kirwin Film Laboratory, Crystal Lake, Illinois.

50 ENGLISH MODELS in artistic Figure, Ballet, Pinup-poses. Also: illustrated Art Photography Courses. Send 1-3-5 Dollars for Samples, Prospectuses, Lists, Studio Jordan, 17, Cheyne Close, London, N.W. 4, England.

SCINTILLATING! Pin-Ups. Three 5 x 7 Giant Photos. Only \$1.00! Surrey Studio, 422 So. Western Avenue, Los Angeles 5, Calif.

stereo photography

Stereo for any camera, complete, nothing more to buy. Send \$1.00 to TRU-DIMENSION, Box 1112, Santa Monica, Calif.

schools and instruction

PHOTOGRAPHY for pleasure or profit. Learn at home. Practical basic training. Long established school. Write for free booklet. American School of Photography, Dept. 2121, 835 Diversey Parkway, Chicago 14, Ill.

OIL COLORING PHOTOGRAPHS can be a fascinating hobby or a profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 212C Chicago 14, Ill.

agents wanted, salesmen wanted

DISTRIBUTORS, TAVERNS, ETC., SMOKED Salmon, Herring, Shrimp packed 24/10; on attractive counter cards. Exclusive territory, details. LeRoy Products, 1329 Fulton, San Francisco 17, Calif.

Man to earn \$90 week up. Long needed invention. Advertised Saturday Evening Post, Country Gentleman. Prospects everywhere. Full, part time. Exclusive. No investment. Free Samples. Write Red Comet, Inc., Dept. 96-C, Littleton, Colorado.

BUY WHOLESALE—25,000 items—catalog 25c. Matthews, 1474-B2 Broadway, New York City 36.

BE A MONEY MAKER. . . Represent magazines year around. Wonderful home work. Big Christmas profits now. Liberal commissions. Everything furnished. Write for FREE Catalog. McGregor Magazine Agency, Dept. 720, Mount Morris, Ill.

miscellaneous

ADULT READING—Unusual—Fascinating, Arts, Novelties, Illustrated Comic Booklets—10 \$1.00. Catalogues 10c. Kogan, 1032MP, Church Annex, New York 8.

MODELING Unmasked. 15,000 word exposé of photographers' agents' schemes: trick mirrors, call girl rackets, test photos, etc. Authentic. \$1.00. Dept. P, Knight Press, 524 W. 25 St., N. Y. C.

INDEX October, 1950 through December, 1951 issues MODERN PHOTOGRAPHY. All articles indexed, three ways, now available. Send 25c. MODERN PHOTOGRAPHY, Book Department, 251 Fourth Ave., New York 10, N. Y.

ARTISTS, PHOTOGRAPHERS. Have you exhausted all posing possibilities? Now for a limited time only, you can buy New and Exclusive full length photographic examples illustrating the proper posing of the female subject. 18 examples \$1.00. 41 for \$2.00. All different. Perry Pelton Photos, Box 5967, Dept. 176, Chicago 7, Illinois.

MODEL RELEASE FORMS. Protects you from legal trouble. 25c for a pad of 25. Limit 4 to a customer. Modern Photography, 251 Fourth Avenue, New York, N. Y.

ADULT BOOKS—Illustrated Comic Booklets, 10 for \$1.00. 24 for \$2.00. All Different. FREE Gift with each \$2.00 order. V. M. Rogers, Dept. M, Box 14738 Cimarron Station, Los Angeles 18, Calif.

Stop searching! Thrilling Photos as you like them, 18 for \$1.00, 40 for \$2.00. DANNY DAVIS, Box 1202, Room 181, Chicago 90, Illinois.

PERSONAL STATIONERY FOR HOBBYISTS—for Business, Hobby, Gifts. Features your name and favorite hobby (photography, hunting, fishing, golf, skiing) cleverly, colorfully illustrated. Samples 10c. state choice of 2 hobbies. HOBBYCRAFT STATIONERS, Box 475M, Auburn, N. Y.

Adult Book Bargains. Unusual Stories, Illustrated comic booklets. 10—\$1.00. Catalogs 5c. Arkay, Box 2052-MP, Los Angeles 53, Calif.

German atrocity photos. Thirty 616, two dollars. Bernard Kobel, Frankfurt 2, Indiana.

Women wrestling professionally, twelve 5 x 7 two dollars, fifth different, five dollars. Bernard Kobel, Frankfurt 2, Indiana.

DARK ROOM VENTILATORS 50 cubic ft./minute, \$9.95; 140 cubic ft./minute, \$13.95. Solution heaters, immersion type, \$2.50. Guaranteed. RAMAPO ENGINEERING, Riverdale, New Jersey.

Bikini suits for Photo fun by Maureen of Hollywood! \$5.00. Send 25c for actual photo catalogue and literature. 140 So. Alvarado, Los Angeles 4, Calif.

GLAMOUR GIRL DECALS. Asst. \$1.00. Lists. Tupler, 1305 Wilson, Chicago.

BREATHTAKING LACED PIN-UP CORSETS—colorful, glamorous, free list. PAMELA CO., Box 247, Floral Park, New York.

Sell your photos to magazines, news syndicates for as high as \$50.00. List of 100 publications that purchase photos \$1.00. Sunland Studios, 444 So. Sprint, Los Angeles, Calif.

oil coloring

OIL COLORING PHOTOGRAPHS can be a fascinating hobby or a profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversy Parkway, Dept. 111B, Chicago 14, Ill.

books and magazines

MAGAZINES (back dated)—foreign, domestic arts. Books, booklets, subscriptions, etc. Catalog 10c (refund). Cicerone's, 86-22 Northern Blvd., Jackson Heights, N. Y.

PHOTO MARKET GUIDE. Over 600 names and addresses of purchasers of saleable pictures with their specific requirements, prices paid, are alone worth the price of the new **UNIVERSAL PHOTO ALMANAC**, \$1.75. Book Dept., Modern Photography, 251 Fourth Avenue, New York 10, N. Y.

Hurry! Very few left. \$1.00 rushes you exciting illustrated booklet revealing methods of approaching and photographing the female model. Photobook, 5864 Hollywood, Hollywood, Calif.

FREE CATALOG, 800 popular books. Bargain prices. Books Publishing Co., 56 West 24th, New York 10.

business opportunities

Start Venetian Blind Laundry. Profitable lifetime business. New Machine. Free booklet. H. R. Co., 442 N. Seneca St., Wichita 12, Kansas.

\$10,800 PROFITS! YOUR OWN MAIL-ORDER BUSINESS! No Capital Risk! "Success Plan" (worth \$2) Free! Write today! Treasury, 149 Storer, New Rochelle MP-1, New York.

Photographers—Build big-volume, profitable studio or home business with our proved, quick-action plan. We did, so can you. Now crossing \$50,000, annually. Details free. Studio D, Box 4255, Tower Grove Station, St. Louis 16, Mo.

COLOR Pictures wanted. Shoot subjects we furnish. Write American Calendar Agency, 210 W. 8 St., Kansas City, Mo.

Make money addressing envelopes. Our instructions reveal how. **PAUL GLENWAY**, 5713 Euclid, Cleveland 3, Ohio.

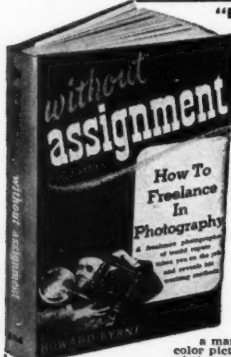
Make money addressing envelopes. Our instructions reveal how. **Paul Glenway**, 5713 Euclid, Cleveland 3, Ohio.

You TOO Can Sell Your Pictures

Over 400 names and addresses of purchasers of saleable pictures with their specific requirements, prices paid, and other details are alone worth the price of the new **UNIVERSAL PHOTO ALMANAC**. This, plus formulae, data, articles, all makes the new 1952 edition photography's best buy. Available from Book Dept., **MODERN PHOTOGRAPHY**, 251 Fourth Ave., New York 10, N. Y., at \$1.75 net. Add 3% for New York City delivery.

CAMERA GUIDE

Here is a listing of practically every American and foreign camera, movie and still, on the market today. It gives essential information such as lens, shutter, manufacturer or importer, list price, etc., in concise form, and you can have a copy by sending 50 cents right away (supply limited) to **MODERN'S BOOK STORE**, 251 4th Ave., N. Y. 10, N. Y.



"Best of its kind we have seen."
... Modern Photographs, July

NEW BOOK TELLS HOW TO FREE-LANCE IN PHOTOGRAPHY.

If you want to know how to shoot a story editors will buy, this book is a guide. By Howard Lyner, a freelance photographer-journalist of world repute.

5 1/2 x 8, 211 pages, 34 pages of photos, 4 in full color. The color photographer seeking to improve his use of the medium will glean much from the chapters devoted to picture visualization, handling photographic subjects and staging. The color, too, will profit from the rest of the experiences of a man who regularly takes color pictures for a living. Just what constitutes a photo market, and how to develop it, is handled from a practical viewpoint.

ONLY 3.95
Modern Photography Book Store, 251 4th Ave., N. Y. 10, N. Y.

advertisers' index

November

1952

Abemar Products Co.	133	Intercontinental Marketing Corp.	115
Ace Camera Exchange	104	International Sales Co.	135
Acme Color Photo Lab.	133, 136	Interstate Photo Supply Corp.	120
Adam Archinal Corp.	135		
Advertising Displays, Inc.	122	Jen Products Sales Co.	135
Alkon Products Corporation	132	Johnson Studios, E. L.	134
Amateur Photographic Services Inc.	96	J-Son Film Company	133
American School of Photography	96		
Anso	Second Cover	Kalart Company, Inc., The	7
Appicolor Inc.	117	Kinax S. A.	92
Argus Cameras, Inc.	94	Klein, Inc., Sid	118
Arizona School of Photography	Third Cover	Kling Photo Supply Corp.	14
Arrow Camera Exchange	135		
Arrow Metal Products Co.	94	La France Productions	133
A & S Camera Supply Co., Inc.	94	Leco	134
		Life Color Labs	4
Bass, Inc., Alfred	130	Lisco Products Co.	22
Bass Camera Co.	125		
Bell & Howell	34-35, 95	Macmillan Co., The	100
Bennett Company, The	130	Mail-Bag Film Service	120
Bernard of Hollywood	134	Mansfield Industries, Inc.	135
Berndt-Bach, Inc.	135	Marshall Mfg. Co., Inc. John G.	128
Better Pictures	135	Meyer-Opticraft Inc.	135
Brooks Mfg. Co.	133	Mico Photo Products Co.	125
Brunberger Sales Corporation	44-45	Minifilm Camera Corp.	8-9
Burke & James, Inc.	110	Mitchell Camera Stores, Inc.	32
Burleigh Brooks Company	123	Moody Machine Products Co., Inc.	125
Bushell Optical Corporation of America	135	Morrel Color Laboratories	135
		Morgan & Lester	114
Cal-Cam	137	Multi-Color Company	133
California Color	136		
Calumet Manufacturing Company	40	National Photo Coloring School	102
Camera Craft Pub. Co.	137	National Photo Laboratories	120
Camera Optics Mfg. Corp.	96	New York Institute of Photography	23
Camera Specialty Co., Inc.	102, 108	Nickelodeon Co.	135
Canon Camera	41	Nikon Camera Company, Inc.	34
Canyon Photo Company	136	Nuclear Products Co.	22
Capital Photo Co.	136		
Carter Camera Co.	136	Pacific Coast Film Company	136
Castle Films	97	Pallard Products, Inc.	105
Chempure Labs	136	Palley Supply Co.	130
Chinacolor Laboratories	106	Panoram Film Labs	122
Chromat-O-Scope	135	Peerless Camera Stores	15-16-17
Clingtie Letters	134	Perin Co., J. B.	131
Coast of Maine Studio	136	Photocraft Laboratories	136
Coburn Exchange, Inc., Ab.	25	Photo Mail Order Specialties	133
Colonial Laboratories	137	P & J Color Prints	134
Colorfax Laboratories	135	Polaroid Corporation	3
Columbus Photo Supply Corp.	136	Porter Mfg. & Supply Co.	136
Compo Corporation	120	Prace Photo Products Co., Inc.	126
Customercraft	137	Praktika Co., Inc., The	124
		Premier Color Company	134
Da-Lite Screen Co., Inc.	127	Projection Print Photo Service	134
David Specialty Co.	133		
De Fay's Photo Mart	137	Quick-Set, Inc.	129
De Gore Photo Plaque Co.	136		
De JUR Amco Corporation	126	Rabinovitch Photography Workshop	102
Dimeco-Gray Company	24	Radiant Mfg. Corp.	93
Director Products Corp.	33, 37	Ray-Vogue School of Photography	124
Dormitzer Electric & Mfg. Co.	39	Revere Camera Co.	107
Dowling's Fifth Avenue	11	Robin, Joseph	136
du Pont de Nemours & Co., Inc., E. I.	142	Rochester Photo Color	136
Dura Electric Lamp Co.	135	Ruko Company	130
Duval Photo, The	131		
		Schmidt & Co.	106
Eastern Photo Labs	135	Schoen Products	133
Eastman Kodak Company	Back Cover	Seymour's	102
Eastman Kodak Company	85-86-87-88	Shall-Neyer Co., Inc.	137
Edmand Scientific Corp.	130	Simpson Bros., Inc.	42
EdnaLite Optical Co., Inc.	96	Simpson Optical Manufacturing Co.	129
Edwal Scientific Products Corporation	116	Slide Co.	102
Elgeet Optical Company, Inc.	24	Smith & Sons, Inc., James H.	106
Elkay Photo Products, Inc.	133	Spear Products Company	134
Epoce Products Corp.	22	Spiratone Inc.	20-21
Ereona Camera Corp.	110	Star Corp.	135
Erie Scientific Corp.	131	Stedco Photo	135
Exakta Camera Company	12	Studio Twenty-Two	134
		Sun Ray Photo Co., Inc.	100
Federal Instrument Corp.	116	Sunset Color Lab.	135
Federal Manufacturing & Engineering Corp.	121	Superior Bulk Film Company	133
Flashbulb Sales Division	134	Supreme Photo Supply Co.	100
Fotoshop, Inc.	36	Swisswase Products Inc.	106
FR Corp., The	100		
Franklin Technical Institute	132	Tesitrie Instrument Co., Inc.	134
		Thompson, Dr. Frank J.	137
Gans Co., A. J.	133	Three Dimension Co.	29
Gauthier, Alfred	108	Tiffen Manufacturing Corp.	10
General Electric Co. (Bulbs)	119	Title-Craft	135
General Photographic Supply Co.	137	Title Slides	133
German School of Photography	96		
Glen Camera Products	134	United Camera Exchange	98-99
G-M Laboratories Inc.	131	Universal Photo Service	135
Goers American Optical Company, C. P.	10		
Goide Manufacturing Company	30	Vacumate Corp.	131
Grafx Inc.	43, 103	Valentino, Inc., Thomas J.	96
Graphic Photo Services, Inc.	135	Valley Color Lab.	133
Grayson Publishing Corp.	102	Vewlex, Inc.	13
Haber & Fink, Inc.	5, 136	Washington Color Photo	134
Harrison & Harrison	6	Westen's	31
Harrison Studios	134	Westinghouse Electric Corporation	101
Hartley Co., The	132	Weston Electrical Instrument Corp.	111
Harvey Photochemicals, Inc.	132	White Company, David	18, 19
Helland Research Corp.	127	Wilke Enterprises	136
Heitz, Inc., Karl	18	Willoughbys	26-27-28
Hershey Mfg. Co.	109	Wollensak Optical Company	38
H. L. Instrument Co.	136	World in Color Productions	136
Hollywood Movie Labs	134		
Hollywood Negative Service	136	Zelss, Inc., Carl	100
Hollywood Specialty Products	102		

Modern PHOTOGRAPHY'S Book Store

After a careful selection of current photographic books, we recommend the following to our readers. If you don't see the book you want, query us anyway. Chances are we can get any in-print, photographic title you want.

SPECIAL OFFER

On any order for \$20.00 or more we shall be glad to include, at no charge, a one-year subscription to Modern Photography. Just circle the word SUB in the coupon below.

ANNUALS

- 1 Universal Photo Almanac 1952 Edition**
A gold mine of information, including a Photo Market Guide. \$1.75

ENLARGING

- 24 Complete Book of Enlarging by M. Currie**
A modern guide to all darkroom techniques and fine print making. \$3.95

FLASH PHOTOGRAPHY

- 41 Photoflash in Practice by G. Gilbert**
Tells exactly what to do and how. \$3.50

MOTION PICTURE PHOTOGRAPHY

- 49 Amateur Movies and How to Make Them by A. Strassen**
Indispensable for the amateur. Covers every phase of taking movies. \$4.00

LIGHTING

- 121 Pictorial Lighting**
by Wm. Mortensen
Ideal for amateur because it requires a minimum of equipment. \$5.00

FLASH IN MODERN PHOTOGRAPHY

by Mortensen
What to do with it, how to do it, mistakes to avoid. Emphasis on portraiture, synchro sunlight figure work, etc. Profusely illustrated. Diagrams. \$5.00



MINIATURE CAMERA PHOTOGRAPHY

- 79 35mm Photo Technique by H. S. Newcombe**
Answers every question you're likely to have. \$4.75

- 144 Tydings Guide to Kodak Miniature Cameras by Dr. Kenneth S. Tydings**
Another in the series of very helpful "Guide" books designed to help the Kodak owner get sure fire results from start to finish. \$1.95

- 76 The Bolsey Guide by Chas. Abel and Dr. Kenneth S. Tydings**
A mine of well illustrated and clearly written information about these cameras. \$1.95

- 140 Leica Guide by W. D. Emanuel**
A Focal Press Book. \$1.75

- 141 Exakta Guide by W. D. Emanuel**
A Focal Press Book. \$1.75

- 153 Argus 35mm Guide by Dr. Kenneth S. Tydings**
\$1.95

SPECIAL SUBJECTS, TECHNIQUES & PROCESSES

- 80 Glamour Guide by Eugene Hanson**
How to make pretty girl shots that really come off, pitfalls to avoid. \$5.00

- 90 Photographic Optics by Allen R. Greenleaf**
History of lenses, theory of lens stops, aberrations, perspective, etc. Recommended for every serious amateur. \$5.00

- 85 Three Dimensional Photography by Herb C. McKay**
The best known authority on Stereo in a completely revised and up-to-date book. \$5.75

- 88 Fritz Henle's Rollei**
All Rollei owners will prize this fine book by the master user. \$3.75

- 77 Stereo-Realist Camera Guide**
Usual methods of single lens photography do not apply. Study this book and you can't help get results. \$1.95

- 152 Without Assignment (How to free lance in photography) by Howard Byrne**
who learned how to sell editors the hard way. "The clarity and completeness of this book make it the best of its kind we have seen."—from review, July Modern Photography. \$3.95

See book reviews, page 125. Order any by writing title on border and enclosing remittance.

- 135 Should I Wet My Lips? by Frank Adams**
Here's hoping you don't (or do!) recognize yourself in one of over a hundred hilarious cartoon exposures of the "camera fiend." \$2.50

- 149 Photo Lab Index. 12th Edition**
Has world recognition as standard reference book. \$17.95

- 136 Photography, Its Materials and Processes by C. B. Neblette**
An important reference book covering every aspect of photographic technology, optics, color, etc. Recommended. \$10.00

- 148 Tested Money Making Ideas for Photographers by Charles Abel**
See review, page 125. \$3.95

- 104 Telephotography by C. F. Lan-Davis**
Explains the telephoto lens and its power to produce large pictures of distant objects. \$2.00

- 47 Home Movie Book Set**
A package of 5 books: How to Title Home Movies; How to Reverse Movie Film; 28 Basic Steps to Better Movies; 50 Ideas for Filming Children. Sold as a unit for \$3.50

- 145 Rolleiflex Guide by W. D. Emanuel**
A Focal Press Book. \$1.75

- 155 How to Develop, Print and Enlarge Your Own Pictures by Flynn, Rosenberg and Kellock**
Well thought out, helpful, mostly pictures, spiral binding, good book. \$3.75

- 157 How to Make Money with Your Camera by Harrison Forman**
Practical, professional advice, includes market guide. \$3.50

- 81 100 Studies of the Figure by John Rawlings**
\$5.50

- 158 Subjektive Fotografie, edited by Otto Steinert**
See review, page 84, this issue. \$9.75

Modern PHOTOGRAPHY Book Store

251 4th Avenue, New York 10, N. Y.

Amt. Encl. \$

Please send me postpaid the books whose numbers I have circled.

I enclose the amount shown above in ☐ Cash ☐ Money Order ☐ Check.

1 24 41 49 121 39 79 144 76 140 141 153 80 90
85 88 77 152 135 149 136 148 104 47 145 155 157 81
158 SUB

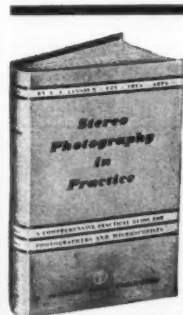
Name

Address

City

State

11-52 ALL ORDERS ARE SHIPPED POSTPAID No C.O.D.'s, add 3% sales tax with orders for N.Y. City delivery add 25c per title for deliveries outside U.S.A., except APO's.



—the latest and most up-to-date text on all phases of the Art & Craft of Third Dimensional photography by England's authority
E. F. LINSSSEN
MODERN'S BOOK STORE
251 4th Ave., N.Y.C. 10

\$7.50



Tells all secrets of fine posing. This book tells you how to make exceptionally beautiful pictures! \$5.50
Add 3% tax for delivery in New York City
MODERN PHOTOGRAPHY Book Store, 251 4th Ave., N.Y. 10, N.Y.



How it works How to use it. If you are buying strobe equipment, this is the book for you! \$4.00
MODERN PHOTOGRAPHY Book Store, 251 4th Ave., N.Y. 10, N.Y.

Model Release Forms
PROTECTS YOU FROM LEGAL TROUBLE 25¢ for a pad of 25
Limit 4 pads to each.
No stamps, please
Modern Photography, 251 4th Ave., N. Y., N. Y.

INDEX NOW AVAILABLE

In answer to many requests we have prepared an index covering issues from October, 1950 through December, 1951, of all articles published in MODERN for those issues, indexed according to subject, author and title. We do not expect them to last long. You may have one for 25 cents.
Modern Photography Book Dept., 251 4th Ave., New York 10, N. Y.



Enjoy making your own prints

with these popular Du Pont Photographic Papers

YOU'LL be proud of the beauty, radiance and sparkle of pictures you make so easily with these fine Du Pont Photographic Papers:

DU PONT "VARIGAM" variable contrast photographic paper—The *one* grade of paper that gives you ten degrees of contrast through easy-to-use filters that slip over your enlarger lens. With "Varigam" you always have the right paper contrast on hand . . . get top-quality prints from any printable negative. Available in ten surfaces and all standard sizes and at regular enlarging-paper prices!

DU PONT "VELOUR BLACK" projection paper—Tops among graded contrast papers, it produces rich and sparkling prints, is extremely sensitive to the slightest differences in negative density and faithfully records the full range of negative tones from deep blacks to the whitest whites. Four degrees of contrast in all standard sizes . . . fifteen surface textures.

DU PONT WARMTONE projection paper—Gives portraits, pastorals and landscapes an alluring, soft, warm tone. It's fast . . . tones perfectly, and is excellent for hand tinting or coloring. Available in normal contrast only in eight distinctive surfaces.

DU PONT "APEX" contact paper—Pleasing tone, brilliance, ease of handling and flexibility help you produce crisp, clear contact prints of exceptional beauty.

AND FOR BETTER PROCESSING—Try these dependable Du Pont laboratory-tested chemicals, guaranteed fresh in

their easy-opening tin containers:

- 53-D . . . All Purpose Developer
- 55-D . . . Standard Paper Developer
- 16-D . . . Film Developer
- 16-DR . . . Replenisher for 16-D Developer
- 18-F . . . Universal Fixer

Wash Test Solution for checking hypo elimination after washing

DEALERS EVERYWHERE stock these superior products to help make your photography better, easier and more economical. Ask for Du Pont papers and chemicals by name. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Del.

Du Pont Photographic Products

FILMS • PAPER • CHEMICALS



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Camera \$99.50 Flash \$10.00 Case \$7.50

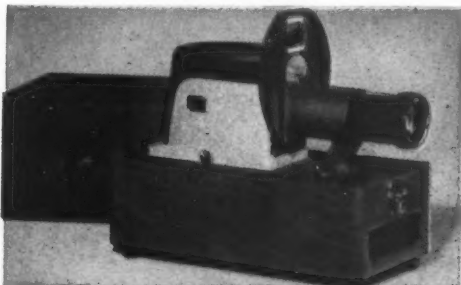
America's most distinguished 35mm camera
argus c-four

No other camera combines such amazing ease of operation with this exclusive array of precision features!

Ultra-fast f:2.8 Cintar coated lens—a truly great lens—to give you beautifully defined pictures in color and black-and-white—even in failing light!

Combined rangefinder and viewfinder—to give you an in-focus "picture-window" view—even if you wear glasses!

Superaccurate shutter . . . 1/10 to 1/200 second—perfect complement to the critically sharp lens. Built-in flash synchronizer. See the versatile Argus C4 at your dealer's!



© 1962 Argus Cameras, Inc., Ann Arbor, Mich. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

America's Favorite way to look at color slides—Argus 200 Watt blower-cooled projector. See your highly-prized color slides in true, brilliant color. The "right-side-up" rotary slide carrier prevents upside-down pictures. Silent power blower protects valuable slides. It's the perfect companion for any 35 mm camera! An unmatched value at \$49.50.

argus

—world's largest manufacturer of 35mm cameras



Thrifty teams for finer color

Team up either of these Kodak Pony Cameras with a Kodaslide Table Viewer 4X. For a modest investment you get a color outfit that is today's most satisfying value.

KODAK PONY CAMERAS cost little—but give you these valuable picture-making features: a fast $f/4.5$ lens, Lumenized and color-corrected; a Kodak Flash 200 Shutter with speeds up to $1/200$ second, internally synchronized for flash. The Pony 828 takes Kodak 828 film, black-and-white, Kodachrome, or Kodacolor. Only \$31.15. The Pony 135, with automatic film advance and counter, takes Kodak 135 film, black-and-white or Kodachrome. \$35.75

KODASLIDE TABLE VIEWER 4X gives you big, top-quality enlargements of your color slides. Black Kodak Dayview Screen gives rich, deep blacks; clear, sparkling whites; brilliant colors. Pictures are big enough for any small group to enjoy, bright enough to see in a fully lighted room. Projector and screen are one compact unit, always ready for use. Handsome deep mahogany-grain case. Price, \$49.50. Carrying case, \$15.50

AT YOUR KODAK DEALER'S

*Prices include Federal Tax and are
subject to change without notice.*

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Kodak
TRADE-MARK